

UNIVERSITY *of* NORTH CAROLINA
PEMBROKE

Career Counselor

The Career Center supports the mission of The University of North Carolina at Pembroke by providing students and alumni with resources and opportunities that promote comprehensive career development, life-long learning and fulfilling lives.

The Career Counselor reports to the Career Center Director and provides career counseling, programming, marketing and online career resources and services to meet the needs of students and alumni in collaboration with faculty, employers, alumni and staff members. This position will conduct career counseling appointments, teach career planning workshops and classes, organize and implement student programs and events and develop engaging career resources to help students and alumni achieve their career goals by deciding on their majors and/or careers and implementing action steps for obtaining internships, jobs or post graduate studies.

Job Duties:

Provide Career Counseling Services

- Counsel and coach students and alumni in one-on-one and group sessions to gain self-awareness, choose academic majors and careers, identify graduate school options and develop internship and job search skills for achieving their career goals.
- Provide career planning assistance including conduct client intake assessments; implement client intervention strategies; conduct career assessment interpretations and evaluate client's progress.
- Provide internship and job search assistance including critique resumes and cover letters, conduct mock interviews, and teach internship and job search strategies (e.g. conducting networking, developing online brand & LinkedIn profile and attending recruitment events).
- Provide graduate school application assistance including critique personal statements and conduct mock interviews.
- Conduct student needs and program assessments, design surveys, collect and compute learning outcome, satisfaction and usage data, analyze outcomes and write reports to improve services, resources and programs.

Organize Career Programs/Presentations

- Schedule, organize and conduct innovative career programs in collaboration with academic and student affairs colleagues to help students achieve their academic and career goals.
- Develop and present informational, interactive and engaging workshops to classes and student group including, but not limited to career planning, major selection, resume and cover letter writing, interviewing, LinkedIn Profile and networking, graduate school applications, internship and job search strategies.
- Provide student programming about the internship search process, educate students on internship opportunities and communicate the value of an internship in collaboration with faculty and employers.
- Create and present workshops to parents, prospective students, and transfer students during orientation sessions and admission events educating them on the career development process and employment trends.
- Track, analyze and report number of workshops, learning outcomes and satisfaction survey results to evaluate the quality and effectiveness of the programming outcomes.
- Teach career planning classes including current career development concepts and skills that assist undeclared students with selecting or confirming a major and career through career exploration activities.

Coordinate Marketing & Website Resources

- Create and implement comprehensive marketing plans to systematically market services, programs and events to students and faculty, develop student marketing materials and signage, coordinate social media promotions and campus tabling sessions.

- Manage content on student/alumni services section of the center's website, so that it offers engaging, informative and easily accessible resources and services targeted to all student and alumni populations.
- Promote internships through marketing efforts to students and faculty resulting in increased junior year participation.
- Track, analyze and report online usage results to evaluate the quality and effectiveness of the marketing and website resources

Collaborate with Career Center Team

- Assist with front office operations including greeting, answering phones and servicing all customers.
- Plan, implement and coordinate all career center, services, programs and events.
- Coordinate student programming about the internship search process, educate students and campus on internship opportunities and communicate the value of an internship.
- Manage the center's website and online career management system, Handshake. Track all students, services utilized and programming attendance in system. Implement student and alumni access and restrictions consistent with career center policies and resolve student access issues.
- Coordinate employer and alumni connections with students in targeted career events and recruitment activities.
- Coordinate Student and Employer Marketing Plans in order to promote services to students, employers and the campus community.
- Adhere to the NACE Principles for Ethical Professional Practice.
- Perform other duties as assigned.

Minimum Requirements:

Masters' degree from an appropriately accredited institution or a Bachelor's degree with a minimum of one to two years of relevant experience is required. Proficiency with a variety of technology and social media marketing software. Ability to work well in a diverse environment. Familiarity with career theory and development, hiring trends, work settings, undergraduate and graduate life and career counseling.

Preferences:

- Master's degree in counseling, student personnel/higher education administration, education, social work or an equivalent combination of education and experience.
- Prior experience in career counseling/advising with knowledge of career development theory, assessments and current world-of-work trends.
- Ability to career counsel, listen to, understand and respond positively to student requests guiding them constructively through processes and procedures with a high level of maturity, professionalism and diplomacy.
- Strong interpersonal skills and the ability to create and maintain collaborative relationships and professional networks with diverse populations, internally and externally, within a diverse, multicultural environment.
- Ability to articulate and meet the needs and concerns of historically under-represented and ethnically diverse populations, persons with disabilities, GBLTQ individuals, women, veterans and non-traditional students.
- Ability to think analytically and strategically in a highly collaborative team environment with proven planning, organizational and project management skills.
- Proficient technology skills in Microsoft Office, social media, website development, database and career center systems (e.g. CSO, Handshake, Simplicity) along with experience using LinkedIn and other professional social networking sites.
- Ability to persuade and influence varied audiences while giving engaging, pedagogically-sound and interactive presentations.
- Ability to assess and evaluate user needs, services, programs and student learning and development outcomes.
- Ability to prepare clear and concise reports, policies, procedures, correspondences and other written materials.

Apply to: <http://jobs.uncp.edu/postings/5091>