Career Services Graduate Assistant (Employer Relations)

PROGRAM OVERVIEW
Career Services is a department within the Division of Student Affairs at East Carolina University. Our mission is to support and empower students in their career development to succeed as professionals in a global community.

THE UNIVERSITY
East Carolina University® is a constituent institution of the University of North Carolina System and has an enrollment of 28,651 students (as of fall 2019), making it North Carolina’s fourth-largest institution of higher learning. Adjacent to a vibrant uptown district, ECU’s Main Campus is in the heart of Greenville, North Carolina, a city of more than 93,000 people. Greenville is the hub of North Carolina’s coastal plain and serves as a business, medical and educational center. It is 80 miles east of Raleigh, the state capital, accessible by highway and nearby airports, and is within easy driving distance of coastal resorts.

REQUIREMENTS FOR CANDIDACY
Applicants should possess a bachelor’s degree and admission (or anticipated admission) in an accredited degree-granting graduate program at East Carolina University. Additionally, all applicants should be in good conduct and behavioral standing with East Carolina University, as well as with local, state, and federal laws. Qualified applicants should exhibit excellent oral and written communication skills, possess knowledge of teamwork, leadership, time and stress management, planning/organizing, problem solving, diversity, and helping skills. While it is preferred that the applicant has experience related to Communications, Public Relations, Graphic Design, Business Marketing, and Event Planning/Management, it is not a requirement.

PREFERRED QUALIFICATIONS
The ideal applicants will possess experiences, education and knowledge in the following:

- Undergraduate degree in Communication, Public Relations, Marketing, Media Studies or related field
- Strong verbal/written communication skills
- Knowledge of Microsoft Office software (Word, PowerPoint, Outlook, Excel, Access and Publisher), Internet/on line research applications and general communication technology (email, phone, etc.), Adobe Photoshop, Windows Movie Maker, Final Cut Pro.
- Experience with social media management and analytics, including Facebook, Instagram, Twitter, LinkedIn, YouTube and any social media management tools, preferably HootSuite.

SCOPE OF POSITION
As a paraprofessional, provides administrative and strategic support for the goals and objectives of the Employer Relations Team of the Career Center. Provides support in coordination of all employer related events, services and resources for the department. Represents the Career Center at university-sponsored events and assists in the planning and coordination of marketing events, activities, and programs. Assist in the creation, maintenance, and organization of employer related information. Help keep accurate records and analyze data for reporting purposes. Will read, know, understand current employer marketing materials and suggest ways to increase employer involvement. The Employer Relations Graduate Assistant will also work on special projects and events to promote the department, employer marketing brochures, email drafting, cold calling, and other duties as assigned.

As a result of this Graduate Assistant position, students will have the opportunity to gain the following core competencies based on the ACPA/NASPA Professional Competency Areas for Student Affairs Practitioners:

- **Technology**: Includes the knowledge, skills, and dispositions that lead to the generation of digital literacy and digital citizenship within communities of students, student affairs professionals, faculty members, and colleges and universities.
- **Equity, Diversity & Inclusion**: Includes the knowledge, skills, and attitudes needed to create learning environments that are enriched with diverse views and people. It is also designed to create an institutional ethos that accepts and celebrates differences among people, helping to free them of any misconceptions and prejudices.

RESPONSIBILITIES

- Design, manage and collect data on targeted email communication for Employer Relations Events; career fairs, informational sessions, employer on-campus visits
- Manage the logistics, recruitment, scheduling and employer engagement for Career Services Pirate Employer Series
- Assist with maintenance of Career Services job database system Handshake including employer approval, job approval, career fair registration, system updates and additional troubleshooting as needed
- Create new marketing materials and content for website, emails, and other medias as assigned
- Research and develop new methods to reach employers through social media; LinkedIn, Instagram, etc.
- Increase employer contacts through uniquely developed campaigns and targeted marketing
- Assist the Career Center staff during marketing events, Career Fairs, tabling events and other designated programs associated with employers
DATES OF EMPLOYMENT & COMPENSATION

- Spring ’21 Semester, Dates TBD
- Work 20 hours per week
- Salary is up to $5,000 per academic semester (pro-rated based on start date)

APPLICATION PROCESS

Email a PDF version of your cover letter, resume, and list of three references including name, phone number and email address to Daniel Stevens, stevensd19@ecu.edu. Due to the tight timelines resulting from COVID-19, any interest should be expressed as soon as possible. Applicants will be considered as their information is received.