

**Employer Relations**

Graduate Assistant Position Description

**Summary of Position:** The Employer Relations graduate assistant in Career Services will play an integral role in assisting with the planning and implementation of all recruiting events and activities (career fairs, information sessions, on-campus interviews, employer panels, employer mock interviews, etc.) to increase the experiential learning and employment opportunities available to our students and alumni. This position is also responsible for helping increase employer contacts, internship and other experiential learning opportunities, growing our Small Initiatives Project, and assisting with marketing of events across campus.

**Position Duties:**

* Develop and implement a communication plan for the sharing of employment opportunities and prospective companies with Career Services staff and students
* Assist with creating employer prospect lists for growing our employer partnerships
* Works with the marketing student assistant(s) to develop and manage the employer relations marketing and promotional materials including graphics, advertising, print, social media and website
* Conduct benchmarking research in all areas related to employment practices such as experiential learning, job search strategies, increasing employer branding on campus, etc.
* Assist with Small Projects Initiative - matching employers/projects with students, reviewing student resumes for positions, gathering information from employers wanting to participate
* Responsible for gathering new internship/job opportunities and working with employers to post and approve positions in WolfWorks (Symplicity)
* Track attendance for Career Services events using WolfConnect and Symplicity; conduct surveys of event attendees, report and assess data using Google Forms or Qualtrics
* Assist as needed with Career Services events and activities; including career fairs, presentations, scheduled walk-in hours and programming events (career development training will be provided)
* Develop and serve as point of contact for new employer relations/career services programming for students including panels, industry nights, etc.
* Represent Career Services at various on and off campus events with prospective and current students, employer partners and/or community members
* Report directly to the Associate Director Employer Relations of Career Services
* Work with UCM and entire Career Services team to update marketing materials; such as Employer Recruitment Guide, Career Development Guide, flyers, handouts and brochures, when needed
* Any other duties as assigned

**Preferred Skills and Qualifications:**

* Strong desire to learn and contribute to the overall mission of UWG Career Services
* Proficiency with Microsoft Office software; Word, Excel, PowerPoint and Publisher
* Knowledge of Prezi, Adobe Illustrator, InDesign, Premiere Pro, Canva, HTML or other website design programs
* Knowledge and use of social media such as; Facebook, Twitter, Pinterest, Instagram and LinkedIn; familiarity with managing a YouTube channel
* Excellent written and verbal communication skills; strong presentation skills
* Provide excellent customer service and exhibit strong attention to detail
* Strong project management skills; detail-oriented; ability to work under tight deadlines; manage multiple priorities and communicate and work with diverse populations
* Ability to track analytics to inform marketing strategies and overall assessment of marketing and communication efforts (or strong desire to learn)