

ST CLOUD STATE UNIVERSITY VACANCY POSTING

This posting is effective April 16th, 2024 and expires April 22nd, 2024.

Eligible employees* may indicate interest in this vacancy by submitting their interest in writing to the Human Resources office during its regular business hours on or before April 22nd, 2024.

JOB NO.
0424-30

WORK AREA
Campus (Career Center)

CLASS & EMPLOYMENT CONDITION
Information Officer 3
Full-time, Unlimited

NORMAL HOURS OF WORK
Monday through Friday
8:00am – 4:30pm

POSITION PURPOSE

St. Cloud State University seeks to hire a full time Career Center Events and Communications Coordinator position to advance the mission of St. Cloud State University (SCSU) as well as the SCSU Career Center. The position is responsible for developing and implementing marketing and communications strategies that promote and enhance utilization of the Career Center and its many services, programs, and resources. The position will develop relationships with students, faculty, staff, and employers to inspire and support equity and inclusion in career exploration and employer engagement. The position focuses on working to increase opportunities and inclusion of diverse and culturally diverse student populations. The position will contribute to the work of the Career Center as a member of at least three (3) action teams to facilitate the success of the Career Center daily efforts and strategic initiatives as well as manage projects and special initiatives under the direction of the Executive Director.

MINIMUM QUALIFICATIONS

- Experience and a commitment to working with and supporting students representing diverse and culturally diverse identities. St. Cloud State University has a culture of inclusion, and our students include individuals from a broad range of backgrounds, cultures, identities and experience.
- Discretion when accessing and handling confidential information.
- Understanding of DEI education and its significance and prior experience with delivery of DEI efforts.
- Proven ability to work collaboratively with stakeholders, colleagues and students.
- Bachelor's degree in business administration, marketing, mass communication, or other related field and one (1) year of experience. Two (2) years of additional experience or demonstrated skills in Higher Education, communications or employer relations environment may be substituted in lieu of a degree.
- Knowledge of marketing strategies across print, electronic and social media.
- Software proficiency in Microsoft Word, Excel, Power Point, and Access as well as marketing and social media tools.
- Basic understanding or the ability and willingness to learn Canva, Illustrator, Photo Shop and InDesign.
- Ability to juggle multiple responsibilities at the same time exhibiting adaptability and flexibility at all times.
- Ability to work independently, creatively and personably to produce top quality events and promote positive image building.
- Attention to detail is imperative as is the ability to use time management skills to meet deadlines.
- Strong oral, written and verbal communications skills are required to sufficiently develop affiliations, plan and promote events, and administer campus recruitment policies and procedures, etc. to all constituents.
- Ability to work assigned hours with flexibility to work additional hours as needed for events and to meet deadlines including weekends, holidays, evenings, etc. Some travel may be required.

PREFERRED QUALIFICATIONS

- Master's degree in Strategic Communication, Counseling, Higher Education, Business Administration,

Marketing or related program.

- 5 years of experience in event planning.
- Knowledge of and experience working within a higher education and/or career center environment.
- Is responsive to SCSU's strategic initiatives in the areas of *It's Time*.
- Three years of experience specifically in a career center that serves underserved populations, such as students of color, LGBTQIA+ students, first-generation students, international students, students with disabilities, women, Veterans, and other high need populations that merge from a deeper understanding of usage data (e.g., student parents, commuter students, student athletes).
- Demonstrated excellence and creativity in program development.
- Knowledge of leading edge technologies and experience with use of technology to enhance career programming and utilizing web programs to enhance student career development. Examples: on-line presentation development, social media utilization, appointment management systems, career assessments and conducting career research information.
- Knowledge of practices and procedures related to educational outreach and retention
- Experience with career platforms and/or familiarity with campus recruiting software, i.e. Handshake, Big Interview, etc.
- Demonstrated expertise in the production of web content, videos, photography and other promotional materials, including experience working with a CMS.
- Demonstrated experience using social media channels, including developing campaigns and content.

***To be eligible to express an interest bid, an employee must be in the same class/class option as this vacancy.**