

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

Assistant Director for Employer Relations
and Experiential Learning

GRADE

3

PAGE

1 of 2

ORGANIZATIONAL UNIT

College Relations

REPORTS TO

Director of Workforce Development
and Employer Relations

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SUMMARY

Works with the leadership of workforce partnerships to develop and implement a strategic employer relations program in order to connect students with professional opportunities, help meet the recruiting and workforce training needs of area employers, and contribute to local economic development.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Work with local and regional employers to identify and develop experiential learning and employment opportunities that meet student and workforce needs. Advise employers on recruiting options, comprehensive marketing strategies, inclusive hiring practices, appropriateness of expectations, job/internship descriptions, and sponsorship opportunities.
2. Create and implement strategic marketing and communications plans for employers to increase engagement in recruitment and career development efforts. Develop resources for employers that showcase the value of a TC3 experience, ways to connect with and recruit TC3 students, and credit/non-credit professional development opportunities available through BIZ.
3. Manage networking, recruiting, and other career development events featuring employers, including a monthly “Career Connections” series. Collaborate with other departments to maximize awareness and student (and alumni, as applicable) engagement.
4. Collaborate with faculty to streamline experiential learning documents and processes, and support faculty efforts to increase experiential learning opportunities for students.
5. Assist faculty with coordinating the Applied Learning Experience (ALEX) course, which may include helping students with: securing internship sites, completing agreements and registration, and preparing for professional experiences.
6. Develop targeted outreach, resources, and programming for underrepresented students in collaboration with the Office of Diversity Education & Support Services, Student Activities, Residence Life, and the Office of Global Initiatives that focuses on career readiness and experiential learning.
7. Collaborate with Student Activities and the Office of Diversity Education and Support Services to develop and monitor co-curricular pathways for professional/skill development that supplement Guided Pathways.
8. Share information with students, staff, and faculty about current job market trends, employer expectations, and the value of experiential learning via workshops, panels, career guides, and other resources.
9. Manage the College’s online Career Services Manager tool and actively share experiential learning and employment opportunities with students and faculty.
10. Participate in an experiential learning working group with faculty, staff, students, and employers.

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11. Represent the College at internal and external events as needed to promote career readiness, experiential learning, recruiting opportunities, and/or professional development options.
12. Develop and implement recruitment guidelines for employers, students, faculty, and staff based on the NACE Professional Standards for University Relations and Recruiting. Educate all constituents about these guidelines.
13. Assist with grant writing development and maintenance.
14. Conduct ongoing assessment of employer relations efforts and make recommendations for improvement.
15. Engage and serve as a resource for faculty and staff on workforce readiness and recruitment topics.
16. Assures efficient use of material resources by assessment of department needs, development of budget recommendations, and management of the department within the budgetary constraints imposed by the College.
17. Serves on various College committees and performs other job related tasks as assigned.

SUPERVISION

Types Supervised (check each category):

_____ Classified Staff
_____ Administrative
_____ Faculty
_____ Adjunct faculty, students, etc.

Indicate number in each category:

___ # of Classified Staff
___ # of Administrative
___ # of Faculty
___ # of Adj. faculty, students, etc.

MINIMUM QUALIFICATIONS

Bachelor's degree in communications, marketing, or related fields. Liberal arts and other majors will be considered and a minimum of three years of experience within a university or business/industry environment involving career and employment topics, communications, sales/marketing, or other business development functions. Knowledge of career planning and job search strategies.

PREFERRED QUALIFICATIONS

Master's degree. Experience with college recruiting, from a higher education or a business perspective. Experience in marketing, event planning, and/or program development. Familiarity/comfort with career-related software and webpage design/editing. Grant writing knowledge and experience.