

## Saint Michael's College Job Description

**Job Title:** Director of Employer Relations and Corporate Engagement

**Department:** Institutional Advancement

**Supervisor or Manager:** Vice President for Institutional Advancement

**Date Created:** 03/01/2022

**Last Revised:** 04/11/2022

***Our Mission:*** It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

### **Summary:**

The Director of Employer Relations and Corporate Engagement reports to the Vice President for Institutional Advancement and has responsibility for growing the College's relationships with employers and with corporate partners. The Director's role will fall into two major objectives: design and implement strategies to identify, cultivate, and solicit financial support from corporations, and engage local, national, and international employers to support our students and alumni through jobs, internships, experiential learning opportunities, and on and off-campus networking. This position will work closely with the Boucher Career Education Center in support of the College's strategic plan, Forward with Purpose, and will contribute to the success of all students by expanding career pathways and programs and facilitating alumni/ae connections while assisting students in finding their purpose. Significant Travel Required.

### **Major Objectives:**

- Proactively develops and implements strategies designed to increase employment opportunities for our students and graduates
- Identifies and cultivates relationships with organizations and business sectors that historically have had little or no interaction with the College and/or experience with hiring our students and graduates
- Collaborates with faculty/staff to increase employment opportunities for students
- Facilitates relationships between employers and the College community, including students, faculty, staff, and alumni
- Works closely with the Career Education Center to expand internship opportunities for students
- Designs and develops employer marketing material, composes content, and coordinates timing of communications to employers and potential corporate funders
- Compiles and reports data on employer relations activities, assesses employer relations efforts, and provides feedback as to the effectiveness of such efforts
- Provides assistance with budget planning, strategic planning, goal setting, monthly and annual reports, etc.
- Advises and counsels employers with regard to the most effective means of identifying potential job candidates to meet the employer's specific needs, including, but not limited to campus recruitment, job postings, internships, career fairs, class/organization presentations, and resume searches
- Builds and manages a corporate giving policy and structure including naming opportunities and stewardship plan
- Seeks to generate monetary support, sponsorships, and gifts-in-kind from the private sector to support the goals and objectives of the Strategic Plan and the College
- Maintains a working knowledge of local and national employment market trends and their actual and potential impact on the hiring of college students and graduates
- Coordinates outreach activities, when appropriate, with other departments and personnel, including, but not limited to, the career services offices
- Hosts and visits employers and alumni, virtually and/or in person, to develop opportunities as needed
- Utilizes "SMC Connect" technology to increase mentorship engagement strategies between alumni and students; leverages the platform to promote meaningful connections based on professional industries
- Maintains social media presence as appropriate to promote, engage, and educate students and alumni/ae on relevant opportunities
- Seeks different points of view and leverages diverse perspectives in group processes and decision-making. Checks own views against the views of others
- Supports fair treatment and equal opportunity for all. Listens to and objectively considers the ideas/input of others. Respects the talents and contributions of all individuals

- Willingness to learn more about the social construction of race and racism in the United States, including how race provides systems of advantage and disadvantage, with a focus on the employment and philanthropy sectors
- Ability to reflect on one's own racial identity and how it has shaped one's own life experiences

**Essential Duties and Responsibilities in Corporate Engagement**

- Builds and manages a corporate giving program and structure including naming opportunities and stewardship plan
- Develops cultivation and solicitation strategies for new and previously identified corporate prospects
- Builds productive relationships with faculty and other College staff to successfully identify opportunities for corporate philanthropic support for institutional priorities
- Identifies, cultivates, and maintains long-term relationships with local and national corporations and corporate foundations
- Plans and implements all development activities concerning identified corporate prospects.
- Travels to meet prospects for the purpose of effective, coordinated, and efficient cultivation, solicitation, and stewardship.

**Essential Duties and Responsibilities in Employer Relations**

- Builds and expands an employer relations program including expanding internships and partnerships with national and international employers, engaging alumni in the job recruitment of Saint Michael's students and alumni, and building sustainable relationships with employers
- Plans, manages, and executes employer visits to campus
- Creates and manages a series of events for current students to experience different employers and job fields
- Creates new opportunities for student and alumni engagement with employers
- Manages and maintains relationships with the College and employers
- Liaises with the Boucher Career Education Center

**Secondary Responsibilities:**

- Maintains a continuous plan for professional development and demonstrates a commitment to staying current on the latest trends as they relate to assigned industries and career education in general
- Participates in Admission events and Institutional Advancement alumni/ae engagement events such as Reunion and Alumni & Family Weekend, as well as participates in other departments' events
- Attends Alumni Board of Directors meetings when appropriate
- Attends classroom presentations held on campus by corporations and alumni/ae as requested by faculty/staff
- Participates in campus and off-campus events that foster interaction with the corporate community, i.e., Chamber of Commerce, Rotary Club, etc.

**Positions Supervised:**

- Possible on-campus student employees

**Major Contacts:**

- Current and prospective employers and internship hosts
- Current undergraduate students
- Alumni/ae
- Career Education Center & Alumni and Family Engagement Office staff
- Faculty and staff of the College
- Families of students and prospective students and their families
- Institutional Advancement staff

**Demonstrates Excellence:**

- Actively listens and communicates effectively with strong verbal and written communication skills
- Acts as a versatile team player who thrives on student and alumni interaction and excels in relationship-building
- Possesses strong organizational skills with excellent follow-through ability
- Develops solid relationships with prospective employers and internship sites
- Has a rich understanding of the liberal arts and what such an education and institution embodies
- Possesses polished and professional presentation skills as well as an enthusiastic approach to presenting

**Education and Work Experience:**

- Advanced degree or equivalent combination of education and experience, centered around the disciplines of Career Education, Alumni Engagement, Higher Education, Development

**Analytic Skills:**

- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response is required
- Strategic planning skills

**Language and Literacy Skills:**

- Reads and interprets a wide range of information to small and large groups
- Effectively manages meetings
- Often in speaking, represents the institution to the audience
- Communicates regularly and effectively with a wide range of groups

**Computer/Technology Skills:**

- Familiarity with Microsoft Office products
- Familiarity with virtual meeting technology (Zoom, Teams)
- Familiarity with career services technology highly desirable (Handshake)
- Familiarity with platforms related to volunteer management and mentoring highly desirable
- Familiarity with database management highly desirable
- Familiarity with social media and digital marketing desirable
- Familiarity with any design, video, or communications software desirable

**Licenses, Certifications, and Other Requirements:**

- None required

**Physical Demands:**

Work is often performed in a typical office and home office environment requiring:

- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Director of Employer Relations and Corporate Engagement, the employee must occasionally lift and/or move up to 10 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

**Additional Requirements for the Job:**

- Some evening and weekend hours required for specific workshops or events
- Significant Travel required

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.