

Date Posted: 06/23/2011

**University of Houston
Graduate College of Social Work**

JOB OPPORTUNITY POSTING

Job Title: Career Advisor

Employer/Agency: Texas State University
Career Services

Job Description: Develop and implement marketing strategies for Career Services campus wide. Work with students on an individual or group basis to help them develop their job search skills. Provide outreach campus-wide through various programming efforts including, but not limited to satellite offices, workshops, class presentations, student organizations, or residence hall presentations. Deliver career content through the use of social media tools. Use technology to create PowerPoint presentations, online magazines and/or newsletters. Serve as Career Services liaison to an academic college.

Duties:

- Devise, implement, and conduct structured workshops and unstructured presentations to classes, campus organizations, and residence halls on the various services offered including training on Jobs4Cats (job posting system.)
- Devise, implement, and conduct presentations/workshops to parents, alumni, and community groups on the various services offered.
- Assist individual students and alumni with resume preparation, interviewing techniques, and job search strategies.
- Conduct "mock" or "practice" interviews.
- Develop and implement marketing strategies using technology, viral marketing and social media for outreach purposes.
- Initiate and facilitate meetings with deans, chairs, academic advisors, faculty, and staff to educate them on the services offered and gather

- information on how to better serve them.
- Assist in conducting assessment activities to facilitate the continuous improvement of services.
 - Disseminate information needed by students, alumni, parents, academic advisors, and key faculty using various technologies.
 - Serve as a liaison to a specific college in the advancement of career activities and resources.
 - Assist with on-campus recruiting functions, special events (such as job fairs) and other activities sponsored by the office.
 - Conduct dining etiquette and networking strategies workshops.
 - Orient, train, supervise and evaluate student workers and interns.
 - Serve on program teams and committees.

Qualifications:

Required:

- Bachelor's degree in advertising, communication design, communication studies, public relations, marketing, psychology, sociology or related fields.
- Evidence of public speaking/presentation experience.
- Evidence of customer/client service experience.
- Marketing/Sales experience with emphasis on viral marketing and social networking.
- Experience with social media tools, i.e. Facebook, Twitter, LinkedIn, Youtube, foursquare, Gowalla, QR Code, Blogger, Bebo, Tagged and Skype. (Must list software on application and/or resume.)
- Proficient in PowerPoint, Word, Excel, Publisher, and Access and the use of an electronic calendaring system such as Outlook. (Must list software on application and/or resume.)
- Must be able to transport equipment and materials as needed for satellite offices and presentations. (approx. 50 lbs.)
- Must be able to handle fast-paced and deadline-oriented situations.
- Must be able to maintain focus in a multi-tasking environment.
- Direct experience in the planning, development, implementation, and evaluation of a program or project.

Preferred:

- Master's degree in Student Affairs or related fields.
- Experience in a career services office or sales/marketing department performing marketing or sales related functions.
- Direct experience working with college age population.
- Experience in a public or private University setting.
- Proficient in design software, specifically Adobe InDesign, Illustrator and/or Photoshop. (Must list software on application and/or resume.)
- Ability to multi-task projects and meet multiple deadlines.
- Ability to gather and compile statistical data.
- Demonstrated effective problem-solving and decision-making skills.

Salary/Hours: \$ 2,896.00+ comm w/exp
Full-time

Employer/Agency: Texas State University
City, State: San Marcos, TX

Application Method: Apply online at
<https://jobs.hr.txstate.edu/applicants/jsp/shared/frameset/Frameset.jsp?time=1308851258969>

Opening Date: Immediately, open until filled

***If your response to this job posting results in successful employment, please email the GCSW Office of Alumni and Career Services at mswjobs@sw.uh.edu with the hiring details of your new job opportunity.
Thank you***