

Colorado College
Career Center Fellow Position Description
2019-2020

DEPARTMENT: Career Center
REPORTS TO: Career Center Director
POSITION TYPE: Non-Exempt
ANNUAL HOURS: 2080
BASE MONTHS: May 2019 through May 2020
COMPENSATION: 2018-2019 = \$15.63 per hour / 2019-2020 = TBD

POSITION SUMMARY:

The Fellow has great responsibility in leading Career Center marketing and communication efforts. The Fellow designs and implements the Career Center's communications strategy, creates content, and markets events and programs across campus. Additionally, the Fellow has significant responsibility over the non-credit Half Block, Rising Senior Symposium, and 5 Under 25 programs.

The Fellow may also support the Career Center staff in helping students to develop professionally. The Fellow may participate in: resume and cover letter critiques, program development, program presentations, data collection, data management, and other departmental duties, including supporting student drop-ins and general office work.

EDUCATION: Bachelor's Degree from Colorado College with a strong academic record.

EXPERIENCE: Previous work experience required. Strong preference given to candidates with marketing experience and proficiency with Adobe, Canva, or other editing software.

REQUIRED SKILLS:

- Ability to communicate and work effectively with students, staff, faculty, and employers
- Capacity to develop career and professional development-related presentations and workshops and deliver them to diverse audiences of all sizes
- Strong working knowledge of digital and traditional marketing techniques
- Demonstrated ability to create innovative, audience-appropriate content for social media platforms, publications, and advertising
- Knowledge of basic office software, including: Microsoft Office/GSuite, Keynote/Powerpoint, Excel/GoogleSheets, Microsoft Word/Pages, Zoom, and Doodle
- Detail oriented with excellent organizational, oral and written skills
- Proactive with a demonstrated ability to work independently or part of a team

PREFERRED QUALIFICATIONS:

- Proficient use of photo and video editing software such as Adobe Creative Cloud (Photoshop, Spark, InDesign, Lightroom, and Premiere), Canva, and iMovie
- Familiarity with Handshake database and software
- Basic HTML knowledge and ability to perform website maintenance
- Ability to perform basic statistical analysis and visualize data using tools such as Piktochart
- Experience developing short, medium, and long-term communications strategies and plans

DESCRIPTION OF PRINCIPLE DUTIES and RESPONSIBILITIES:

1. Fellow workdays are normally 8:30 a.m.-5 p.m. Monday-Friday, including Block Breaks. Occasional evening and weekend hours are required.

2. This position reports directly to the Career Center Director. The Fellow is expected to collaborate with and provide support to all Career Center staff, with the understanding that the Career Center Director prioritizes the Fellow's assignments, tasks and duties.

3. The Fellow is responsible for assisting with the operation of the Career Center, including (but not limited to) the following tasks:

- Author and edit Career Center communications and send to Director for final approval
- Oversee and provide content for the Career Center blog and manage linked MailChimp and SendGrid email marketing accounts
- Maintain and execute the Career Center communications plan
- Create blockly Career Center print newsletter
- Manage Career Center social media accounts (Instagram, Facebook, WordPress, Hootsuite)
- Create print media for Career Center initiatives and events (flyers, posters, postcards, etc.)
- Maintain Career Center website
- Manage current articles and events content on the Career Center website in conjunction with blog content
- Coordinate logistics of non-credit Dynamic Half Block, the Rising Senior Symposium, 5 Under 25, field trips, and other Career Center events by solidifying course/program details and logistics, engaging alumni, recruiting speakers, and creating marketing and advertising materials
- Serve as the primary liaison to the College's Office of Communications
- Collaborate with Assistant Director for Alumni Career Initiatives to promote and engage LinkedIn and Tiger Link
- Assist students with general questions and act as a liaison to current students
- Assist with Career Center and Student Life Division events
- Conduct Quick Question hours to assist students with resume and cover letter assessment
- Schedule appointments and provide general assistance to the main office

4. It is important that the Fellow function in a professional manner at all times, especially when representing Colorado College and the Career Center at events, presentations, and fairs.

5. The Fellow will perform other related duties as assigned or requested by the Director.

6. Other:

- Support and contribute to the goal of achieving and promoting greater diversity and inclusion at Colorado College, and work effectively with the many constituencies in a college environment

- Promote a culture of safety and environmental protection by working in a safe manner; immediately reporting unsafe situations and accidents; following college procedures; and participating in appropriate safety training
- Act in a socially responsible manner and model environmental sustainability by exercising financial prudence, using college resources wisely, and supporting ecological initiatives and innovation