

**CALIFORNIA STATE UNIVERSITY, EAST BAY
POSITION DESCRIPTION**

IMPORTANT: PLEASE READ INSTRUCTIONS

CLASSIFICATION TITLE OF POSITION Student Services Professional (SSP) IV	PEOPLESFT NO. 00002890	DIVISION, DEPARTMENT/UNIT Career Services	
WORKING TITLE OF POSITION Employer Engagement Specialist	NAME AND CLASSIFICATION OF FORMER INCUMBENT Jesse Foster	Date	
NAME OF EMPLOYEE	NAME OF EMPLOYEE(S) PERFORMING SIMILAR DUTIES		
NAME AND CLASSIFICATION OF FIRST-LINE SUPERVISOR Elizabeth Saucier, Assistant Director			

1. SUPERVISORY SECTION
Type of supervision received:
 Close - The work is performed according to detailed instructions and the supervision is available on short notice.
 Limited - The incumbent proceeds on his/her own initiative while complying with policies, practices, and procedures described by the Supervisor.
 General -The incumbent seldom refers matters to supervisor except for clarification of policy.

2. DOES THIS POSITION SUPERVISE OR LEAD SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? Yes () No (X)
If yes, list name and classification title of staff.

Supervise:

Lead:

3. POSITION SUMMARY – PLEASE DESCRIBE THE PRIMARY PURPOSE OF THIS POSITION:

Performs duties under the general supervision of the Director of the Career Empowerment Center (CEC) and direct supervision of the Asst. Director of Employer Relations, and primarily responsible for developing new and strengthening existing employer and industry partnerships. Includes program development, implementation, and evaluation. Serves as a consultant to academic and employer communities related to employment services; oversees the development of employer relations and employment opportunities within the local and global communities, and supervises the daily operation of employment connection and recruitment services, ensuring efficient and quality customer service and adherence to legal guidelines.

4. DESCRIBE THE GOALS and/or RESPONSIBILITIES AND WORK ACTIVITIES OF THIS POSITION *(Please see sample format in the instructions section.)*

Goals/Responsibilities: Describe the major achievements, outputs, or results. List them in descending order of importance.
 Work Activities: Under each goal, list the work activities performed to meet that goal.
 TIME %: Include for responsibilities and major work activities.

TIME %	GOALS/RESPONSIBILITIES AND WORK ACTIVITIES
50%	<p>Employer Outreach</p> <p>Provide leadership to the Employer Relations team in partnership with the Asst. Director and Director, campus and employing communities. Develop and define employer partnership opportunities. Establish and define MOUs between relevant employers and the CEC. Research industry hiring trends and area companies to vet out employer collaboration opportunities. Collaborate to set the vision and goals for CEC employer development and relationship-building initiatives. In conjunction with CEC staff, develop and coordinate employer development/connection activities to maintain ongoing relationships with key employers and organizations. Consults with employing organizations, ranging from major corporations, global organizations, small size businesses to establish effective college recruitment and connection strategies and achieve a productive presence on campus.</p> <p>Ensure compliance with EEO/AA, ADA, federal, state and university policies and guidelines related to employment. Troubleshoots and resolves compliance issues.</p> <p>Research the employment market to identify new niches and opportunities for a diverse student population. Coordinate activities with CEC staff for development of employment opportunities for students and alumni and those with disabilities to ensure availability of employment and internship opportunities in Handshake, and other services and provide timely/relevant employment market and salary information. Support various CEC efforts. Organize programs and events such as employer advisory group activities to nurture relationships with diverse groups of employers, promote university programs/students and gather relevant employment market insights and trends. Represent CEC and university at professional and community events, promoting services to employers and supporting university advancement efforts. Deliver presentations to targeted community and professional groups to negotiate recruitment and employment leads and resource development efforts. Provide leadership to CEC's resource and advancement efforts.</p>
20%	<p>Systems and Data Management</p> <p>Create and build data tracking processes between employers, the CEC, and the student body. Assist in the development and launch of a Customer Relationship Management (CRM) system for all employer related communications and engagements. As a member of the CEC Employer Relations team, provide vision, guidance, and quality delivery of a variety of employment connection and recruitment services. Oversees and evaluates the performance of Handshake, the job posting platform for use by students and employers.</p>
20%	<p>Assist in the development of promotional and marketing collateral, newsletters, and website content related to employment for distribution and training internally (faculty, staff, and students) and externally (employers).</p> <p>Event Planning</p> <p>Provide direction for CEC Career Fairs & employer related events, responsible for coordinating a variety of employment fairs and oversee efforts to secure employer participation from a wide variety of employment sectors, including business, industry, non-profit, educational, and government entities. Identify professionals who develop and present job search related workshops and programs for candidates interested in career and internship positions and ensure educational objectives are in alignment with marketplace needs in collaboration with the</p>

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5%	<p>Academic Internship Coordinator. Oversee assessment of Employer Relations and implement performance measures after events and annually.</p> <p>Improve and Deliver Service to Client Students</p> <p>Participate in routine CEC and University-wide meetings including but not limited to, staff meetings, retreats, problem solving meetings, team projects, and departmental collaborations.</p> <p>Assess student learning and CEC services by tracking client data (program attendance, appointment participation, demographics, class level, retention, etc.) and produce relevant, detailed reports for the Assistant Director and/or Director as requested.</p>
5%	<p>Serve the University and CEC through Special Projects</p> <p>Serve as the CEC representative to various campus committees, task forces, and projects. Complete other duties as assigned by the Assistant Director and/or Director.</p> <p>(Expand as necessary or continue on an attached sheet)</p>

5. DESCRIBE THE KNOWLEDGE, SKILLS, and/or ABILITIES REQUIRED FOR THIS POSITION AS THEY RELATE TO THE GOALS, RESPONSIBILITIES AND WORK ACTIVITIES IN #4 (Please see sample format in the instructions section.)

The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 Revised July 21, 2017 as a condition of employment.

Knowledge, Skills, and Abilities:

1. Expert knowledge of employment issues, industry/marketing/promotion, quality improvement/assessment measures and job development strategies and functions.
2. Demonstrated ability in networking effectively with a customer base including employers, professional organizations, and other groups; knowledge of employment market trends/fields, and effective job search techniques for the 21st century. Familiarity with East Bay, regional, national, and global employment communities desirable.
3. Demonstrated ability in interfacing effectively with faculty, deans, employers, and administrators and ability to advise students individually and in groups on complex employment related matters.
4. Demonstrated ability in project management including the ability to motivate and lead teams and to design, implement, and evaluate large scale programs and marketing campaigns.
5. Ability to multitask in a fast-paced environment. Ability to perform tasks with accuracy in a detail-orientated environment. Ability to prioritize multiple projects from organization and planning to implementation and assessment phases.
6. Ability to maintain project budgets and employer databases.
7. General knowledge of policies, procedures, and practices of Employment Services; ability to quickly learn the principles, practices, and trends of the student services arena and adapt to changes.
8. Thorough knowledge of English grammar, business writing, punctuation, and spelling.
9. Ability to write and compose various types of communication, create promotional materials, and deliver presentations.
10. Ability to compose and appropriately format correspondence and reports appropriate to internal and external constituents. Strong oral communication and presentation skills, excellent customer service and public relations skills developed for a diverse audience.
11. Ability to analyze complex situations accurately and adopt effective courses of action; ability to interpret and evaluate descriptions and explanations of problems brought forth by individuals or student organizations, analyze and define the problem, draw valid conclusions, and project consequences of various alternative courses of action.
12. Ability to carry out a variety of professionally complex assignments autonomously without detailed instructions
13. Computer skills including a strong working knowledge of software and web-based applications such as MS Office, Google Office, databases, Handshake, and other software or web-based technologies that may be adopted during employment.

Minimum Qualifications

Experience:

Bachelor's degree required; Master's preferred

Minimum of two years professional experience in career services (or closely related area) and employer relationship-building within higher education and/or business environments.

Preferred Qualifications

Experience:

- Handshake, Website design, and/or CRM experience

- Corporate Recruiting Experience

Education:

Equivalent to graduation from a four-year college or university in a related field plus upper division or graduate coursework in counseling techniques, interviewing and conflict resolution where such are job related.

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The statements and time estimates above and on attachments accurately describe the work assigned to the position.

Signature of First-Line supervisor _____ Date _____

Signature of MPP Supervisor _____ Date _____

EMPLOYEE SECTION – TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION
I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned to my position.

Signature of Employee _____ Date _____

Signature of HR Manager _____ Date _____

INSTRUCTIONS FOR COMPLETING THE POSITION DESCRIPTION FORM

PURPOSE OF THE POSITION DESCRIPTION FORM

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The Position Description is the key document in determining the appropriate classification of a position. It is descriptive of the major responsibilities and work activities of the position. It is not construed to limit or modify the authority of the Manager and subordinate supervisor to assign work. It is used as an information source for the development and implementation of an effective recruitment and selection plan when a position becomes vacant. Perhaps most important, an accurate Position Description helps the employee know what is expected by clearly defining the work to be performed in relation to the overall goals of the work unit. The Position Description can also be the basis for identifying training needs and criteria for evaluating performance. The Manager, subordinate supervisor and employees are responsible for assuring that the work assigned is the work actually performed and that Position Descriptions are reasonably current descriptions of the work.

NOTE: The Position Description is to be filled out by the first-line supervisor or his/her designee. Most of the items are self-explanatory. If you have a question on an item, please contact Human Resources.

INSTRUCTIONS for **Item 1** (Supervisory Section); **Item 2** (Supervise or Lead); **Item 3** (Position Summary); **Item 4** (Responsibilities and Work Activities), and **Item 5** (Knowledge, Skill, and Abilities).

Item 1: Supervision Received: Check the box which best describes the type of supervision given this position. "Close" supervision implies that the work is performed according to detailed instructions and the supervision is available on short notice. "Limited" implies that the incumbent proceeds on his/her own initiative while complying with policies, practices, and procedures prescribed by the supervisor. The supervisor generally answers only on the more important phases of the work. "General" supervision implies that the work is performed independently. The incumbent seldom refers matters to supervisor except for clarification of policy.

Item 2: Supervision Given: Check the correct box to indicate that this position supervises or leads subordinates that are permanent employees. If yes, list the names and classification titles of all subordinate employees that are regular (probationary/permanent) employees. Do not list individual students, casual workers or temporary employees.

Item 3: Position Summary Statement: This is a summary or restatement of the responsibilities of the position plus additional information that applies to the entire position such as the level of supervision, the physical location, or the context (i.e., position in the process flow, formal name and nature of the program, nature of the organization, etc.).

Item 4: Goals/Responsibilities and Work Activities.

Goals/Responsibilities are the expected accomplishments, product or output that results from the work activities of the employee.

Work Activities are the specific tasks the employee performs to accomplish the goals. Work Activity statements describe what a worker actually does.

% Time is the proportion of the employee's total work time spent on a responsibility or work activity.

INSTRUCTIONS – The steps below should be followed in completing Item 4.

1. List the **goals/responsibilities** of the position in descending order of importance. Each Position Description will usually contain between two and six responsibilities. Identify each responsibility by the use of a capital letter.
2. Under each responsibility, list the **work activities** performed. Provide sufficient information to make them understandable to a person not familiar with the field of work performed. Avoid indefinite terms such as "handle," "assist," or "process." Generally there will be an average of five work activities per responsibility, but there may be as few as two or as many as necessary. Identify each work activity by the letter of the related responsibility and the sequential number of work activity as shown on Page 2.
3. If the position being described is considered to be "confidential" or "managerial" in nature for collective bargaining purposes, you should insure that the responsibilities and work activities listed explicitly describe this nature of the work.
4. In the % Time section, estimate the percentage of time spent working toward each responsibility. The percentages for the responsibilities should add up to 100%. Also, where possible, estimate the percentage of time spend on each work activity, particularly ones which constitute 10% or more of the total workload. Percentages for work activities should be based on how much of the total (100%) job is spent on the work activities and not on how much that work activity contributes to a single responsibility.

Item 5: Knowledge, Skills, and Abilities Requirements: Knowledge, skills, or abilities (KSA) requirements are recommended for positions that are professional, highly technical, or require an unusual KSA (unusual for that classification or position, such as a bilingual requirement for an accountant position). KSA requirements need to specify the Goal, Responsibility, and/or Work Activity (GRWA) for which it is required.

1. If the position requires a degree, certification, licensure, etc., that information should be included in a "Special Requirement" section, separate from the KSA's. In addition, the position summary may repeat these requirements.

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2. Each KSA's "Special Requirement" and Physical requirement must be job related and identifiable by the GRWA. We suggest that indexing be used to link this information to GTWA, which will in turn support the test of job relatedness. Do not include those KSA's which are only preferred. By identifying a KSA here, you must be willing to reject any applicant that does not possess the KSA, despite any other qualifications they may have.

INSTRUCTIONS FOR COMPLETING THE POSITION DESCRIPTION FORM

(SEE ABBREVIATED SAMPLES BELOW)

ABBREVIATED SAMPLE: Position Summary Statement

This position supervises three (3) exempt and two (3) non-exempt staff in the Registrar's Office. Reports to the Associate Vice President of Planning and Enrollment Management.

ABBREVIATED SAMPLE: Responsibilities and Work Activities:

- | | | |
|------------|--------------------------|--|
| 20% | Responsibility A | Definition of the major responsibilities or accomplishments expected of each employee within the Registrar's Office. |
| 10% | Work Activity A.1 | Define the role of the Registrar's Office as a unit within PEM, to relate the office to the overall program goals of PEM. |
| | Work Activity A.2 | Assign work to employees supervised in a manner that is consistent with each employee's classification level and abilities to promote efficient achievement of the department's goals. |
| | Work Activity A.3 | Discuss department goals and work assignments with employees to alleviate problems and resolve potential grievances. |
| 35% | Responsibility B | Evaluation of the extent to which each employee is attaining the defined level of accomplishment. |
| | Work Activity B.1 | Establish performance standards for each objective of each employee using management techniques designed to judge employee effectiveness. |
| 15% | Work Activity B.2 | Monitor the work of employees supervised to insure that quality and productivity standards are maintained. |
| | Work Activity B.3 | Provide guidance and counseling as necessary to achieve improvement in employee performance. |

ABBREVIATED SAMPLE: Knowledge, Skills:

- | | |
|----------------------|---|
| Requirement 1 | List required education/knowledge for position (A.1, A.2) |
| Requirement 2 | List required skills for position (A.3, B.2) |
| Requirement 3 | List required abilities for position (A.2, B.1) |