



ASSOCIATE DIRECTOR FOR EMPLOYER ENGAGEMENT

CAREER SERVICES





SEARCH PROFILE

WELCOME

A MESSAGE FROM THE DIRECTOR FOR CAREER SERVICES

As a practitioner in the career services profession, I understand how applying for a new position can sometimes feel like leaping into a world of unknowns. You likely have questions about the role, the work environment, and even the university itself. We developed this search profile to provide answers to these types of questions, helping you determine if the Associate Director for Employer Engagement at Texas State is the next step in your career journey.

Texas State supports a single, centralized career center model. The Career Services staff serve all students and alumni at both our San Marcos and Round Rock campuses. While proud of our established programs, we are equally enthusiastic about our many new initiatives which include the introduction of a new job shadow program, integration of AI-assisted resources, and a new major and career exploration living-learning community. In addition, we recently launched an entirely new area within the department focused on increasing student engagement with experiential education opportunities. The associate director will have significant impact in each of these initiatives while also exploring and introducing new programs, systems, and resources, connecting career opportunities with TXST students and alumni.

Texas State is a large university yet it has retained a smaller, relationship-driven feel that visitors often mention while on campus. We are very proud that the same sense of teamwork and community extends to the staff of the career center. While supervising the employer engagement team, the associate director will implement collaborative programs supported by the full career center team, including career counselors and educators, internship advisors, marketing and assessment staff, and budgeting/operations specialists. While specializing in key areas, all staff recognize their larger responsibility of supporting the department's mission to inspire and prepare our students for lifelong career success.

I encourage you to learn more about this opportunity and Texas State by reading this profile, exploring our website, and reaching out to friends and colleagues who are familiar with the community. If after doing so this opportunity feels like the right fit for you, I welcome your application to be the next Associate Director for Employer Engagement at Texas State.

It's a great day to be a Bobcat!

Raymond Rogers
Director, Career Services



RAY ROGERS
DIRECTOR
CAREER SERVICES



SEARCH PROFILE

POSITION AND OPPORTUNITIES FOR IMPACT

POSITION OVERVIEW

The Associate Director for Employer Engagement serves as the primary contact for employers who recruit TXST students and alumni for multiple types of employment opportunities. They will lead employer outreach, integrated student and employer engagement opportunities, on-campus and virtual career fairs, recruiting policy and processes, and employer sponsorship initiatives. The associate director will also provide a centralized and strategic vision, connecting new and existing employers across our multifaceted institution. The position provides leadership to and supervises three full-time staff, including two coordinators and an administrative assistant. The team is responsible for implementing a range of programs and services including career and graduate school fairs, job and internship postings, student employment support, a shadow program, on-campus interviews, employer networking and engagement events, and the department's career closet.

OPPORTUNITIES FOR IMPACT

ENHANCE CAREER OPPORTUNITIES FOR STUDENTS BY EXPANDING TEXAS STATE'S EMPLOYER NETWORK

Career Services actively engages employers through strategic initiatives, services, and programs such as career fairs, on-campus interviews, job postings, and employer appreciation programs. With rising student enrollment, new academic programs, and evolving state workforce needs, we aim to broaden our employer network, creating diverse opportunities for our students and alumni.

PROMOTE COMPREHENSIVE STUDENT-EMPLOYER ENGAGEMENT ACROSS CAMPUS

Texas State is a comprehensive university, with a diverse array of undergraduate and graduate programs, more than 400 student organizations, and numerous leadership and service opportunities. Employers are eager to connect with TXST students, promoting career opportunities while also helping define and reinforce development of in-demand and transferable skills. Career Services can help our faculty and staff bring expertise and real-world experiences to aid in student learning.

EMBED CAREER READINESS AND EXPLORATION WITHIN STUDENT EMPLOYMENT

The university employs students in a variety of positions across campus throughout the year. As a key department supporting the university's student employment program, Career Services has an opportunity to ensure these roles recognize and develop transferable skills and career readiness competencies.

EXPAND EARLY CAREER SHADOWING OPPORTUNITIES

Texas State students pursue a variety of career options while progressing through their degree programs. The department's new BOBCATshadow program has become a popular option for students interested in connecting with employers in their chosen career field as well as for students in select academic and scholarship programs. We aim to grow the program, accommodating a greater number of shadow opportunities for students in more diverse geographic areas of the state.

FORGING A BRIGHTER FUTURE, TOGETHER

4,000

STUDENTS WORK ON CAMPUS
DURING THE YEAR

722

EMPLOYERS VISITED TXST'S SAN MARCOS
AND ROUND ROCK CAMPUSES IN 2024

7,364

STUDENTS & ALUMNI ATTENDED
TXST CAREER FAIRS LAST YEAR

35%

TXST STUDENTS ENGAGED IN CAREER
PLANNING PROGRAMS AND SERVICES

15

CAREER AND GRADUATE
SCHOOL FAIRS HOSTED IN 2024



SEARCH PROFILE

ATTRIBUTES AND QUALIFICATIONS

ATTRIBUTES OF THE SUCCESSFUL CANDIDATE

- Experienced and engaged leader with a background in university employer relations or corporate talent acquisition/recruiting
- Strategic thinker with strong background of developing and achieving goals
- Interest in leading and mentoring professional staff
- Initiative and interest in program development and execution
- Sincere interest in current trends in career services, employer relations, experiential learning, and student employment
- Passionate about career development, student success, and developing meaningful employer partnerships
- Knowledgeable in industry networks, workforce trends and needs

REQUIRED QUALIFICATIONS

- Bachelor's degree
- Full-time experience in corporate recruiting or university/career services
- Experience with planning, developing, implementing, and evaluating large-scale programs or events
- Prior managerial and supervisor experience
- Prior experience developing and implementing successful client-customer relationship management initiatives, especially with employers and business leaders

PREFERRED QUALIFICATIONS

- Master's or other advanced degree in higher education, business administration, human resources, or a related field
- Full-time experience in university employer relations
- Familiarity with employer needs, opportunities, and challenges in relation to university recruiting
- Experience developing program assessments and student learning outcomes
- Prior use of university career center management platforms (e.g. Handshake)
- Strong organizational work skills, ability to define tasks, prioritize assignments, and follow through on projects independently
- Strong public speaking and presentation skills
- Use of technology in a work office environment



Students can attend one of our many career and internship fairs throughout the year.



Students participating in BOBCATshadow, a one-day shadowing experience.



SEARCH PROFILE

POSITION RESPONSIBILITIES

RESPONSIBILITIES

PROGRAM OVERSIGHT

Guides, manages, and supervises programs and services of the employer engagement team including multiple career and graduate school fairs, employer campus-visits, BOBCATshadow, student employment, and career closet.

EMPLOYER RELATIONS AND RECRUITMENT

Initiates outreach and engagement efforts with current and new employers, ensuring a robust and diverse set of employment opportunities for TXST students and graduates.

STAFF SUPERVISION AND DEVELOPMENT

Serves as lead to the employer relations area within the department, providing supervision and oversight to staff, consisting of the Employer Engagement Coordinator, Career Experiences Coordinator, and Employer Support Specialist.

SPONSORSHIP EXPANSION

Leads the department's sponsorship program and recognition efforts, securing opportunities for employers and other constituents of Career Services to provide financial and in-kind support for the department's programs and services.

FINANCIAL MANAGEMENT

Forecasts for and tracks revenue and expenses associated with career events, totaling more than \$400k annually.

DEPARTMENT LEADERSHIP

Supports and participates in the department's leadership team, assisting the director in overall management and strategic planning of the career center.





SEARCH PROFILE

ABOUT TXST



THE MOST BEAUTIFUL CAMPUS IN TEXAS

Located in the vibrant and growing community of San Marcos, Texas State University has the unique advantage of being large on choices but small in feel. The university is known for warm, friendly students and engaged faculty and staff who will go out of their way to help students succeed.

The beauty of the crystal-clear San Marcos River and the grandeur of the cypress and pecan trees on campus add to the charm of the university's picturesque environment.

Our 40,000 undergraduate and graduate students choose from more than 200 bachelor's, master's and doctoral degree programs—from biology to music to business to geography and more. And each student finds the personalized support and opportunities they need to succeed beyond the classroom.



OUR SHARED VISION

MISSION

Texas State University is a public, student-centered research institution dedicated to excellence, discovery, and innovation. We create new knowledge, embrace a diversity of people and ideas, foster cultural and economic development, and educate our students to participate fully and freely in the communities of Texas, the nation, and the world.

VALUES

In pursuing our mission, we, the faculty, staff, and students of Texas State University, are guided by a shared collection of values:

- Teaching and learning based on research, student needs, and the free exchange of ideas in a supportive environment;
- Research and creative activities that encompass the full range of academic disciplines;
- Meaningful student engagement built on active involvement, accessibility, and intentional educational experiences;
- The cultivation of university community that consistently practices integrity, civility, compassion, and respect;
- A shared commitment to creating a sense of belonging across unique communities, identities, ideas, and contributions;
- A welcoming spirit and a global perspective;
- Dedication to service and leadership for the public good;
- Responsible stewardship of our resources and environment; and
- Continued reflection and evaluation to ensure that our strengths always benefit those we serve locally and globally.



GOALS

- Supporting student success.
- Advancing academic excellence.
- Expanding discovery, innovation, creativity, and research.
- Enriching community, collaboration, and partnerships.
- Developing infrastructure and resources.



SEARCH PROFILE

SAN MARCOS, DEEP IN THE HEART OF TEXAS

WELCOME HOME

San Marcos is located just 30 miles south of Austin and 45 miles north of San Antonio, making it easily accessible for nightlife, music, food, shopping, and the arts. Here's a brief look at some of the things to see and do in San Marcos and the surrounding area.

SAN MARCOS RIVER

The San Marcos River, with a constant temperature of 72 degrees, runs through campus and provides year-round recreation. The Texas State Outdoor Center offers paddling equipment rental to Texas State students, staff, and faculty. For a beautiful underwater view of Spring Lake, the headwaters of the San Marcos River, take a glass-bottom boat tour at the Meadows Center for Water and the Environment, part of Texas State.

STATE PARKS AND OUTDOOR AREAS

With dozens of state parks, local parks, and hiking trails, Central Texas is perfect for outdoor activities year-round. Enchanted Rock State Natural Area in Fredericksburg, with a 640-acre pink granite dome, is a great place for hiking, rock climbing, and camping. At Los Maples State Natural Area, northwest of San Antonio, maple trees are awash with color each fall. San Marcos has six natural areas with more than 22 miles of trails. Central Texas is home to several lakes and rivers that offer opportunities for rafting, canoeing, kayaking, tubing, speed boating, and jet skiing.

NIGHTLIFE AND ENTERTAINMENT

You can find entertainment any night of the week in nearby San Antonio and Austin, the Live Music Capital of the World. Texas country, punk, rock, ska, folk, R&B, and hip hop fill the venues in Austin's downtown and Warehouse District. The Austin City Limits Festival, held each September, has been named the top music festival in the country, and South by Southwest (SXSW) features the best in music, interactive, and film industries each March. The Alamo Drafthouse, which serves meals and drinks along with a film, is the best movie theatre in the U.S., according to Entertainment Weekly. San Antonio's Riverwalk is home to numerous nightclubs and restaurants. Here in San Marcos we have EVO Entertainment with its reclining cinema seating, bowling, and retro games as well as Cheatham Street Warehouse with its rich music history.

FINE ARTS AND HISTORY

The Bob Bullock Texas State History Museum in Austin tells the story of Texas. Across the street from the Bullock is the fabulous Blanton Museum of Art. The nearby Ransom Center is the repository of the Gutenberg Bible, the first photograph, Harry Houdini's personal papers, Woodward and Bernstein's Watergate notes, and more. The Institute of Texan Cultures in San Antonio serves as a forum for the understanding and appreciation of Texas and Texans. And, of course, remember the Alamo.

SHOPPING

San Marcos is home to the Premium Outlets and Tanger Outlet Center, the third-largest tourist attraction in Texas. Nearby Austin and San Antonio also offers large shopping centers and malls. Austin is also home to the Whole Foods Market corporate headquarters and the company's flagship store. Shop for local arts and crafts at Market Days in Wimberley or Gruene. San Marcos residents enjoy perusing The San Marcos Farmers Market which offers local produce and homemade products.



Enjoy downtown San Marcos for some drinks, food, and entertainment



Soak up the sun at Sewell Park



Enjoy a football game at Bobcat Stadium



SEARCH PROFILE

EMPLOYEE BENEFITS



WE'VE GOT YOU COVERED

At our university, we recognize that faculty and staff serve as the building blocks to the foundation of our work with students. Texas State is proud of our competitive benefits from health plans, wellness leave, life insurance and retirement programs provided to keep our Bobcats healthy and happy.

By joining Texas State University, employees gain access to work in one of the best public universities in the country and the opportunity to live in one of the most beautiful towns.

FEATURED BENEFITS

- Group Insurance
- Paid Leave
- Longevity Pay
- Academic Release and Tuition Support
- Retirement
- Supplemental Retirement Savings
- Wellness Program
- Work Life and Employee Assistance Program
- Employee Discount Program
- Mother-Friendly Worksite



APPLICATIONS

Applications will be accepted online through the TXST Human Resources website. The search committee will begin reviewing applications immediately.

Requested application materials include cover letter, resume or curriculum vitae, and the names, phone numbers, and email addresses of at least three professional references. (References may be provided through the online application.)

An offer of employment is contingent on a satisfactory pre-employment background check.



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