



EMPLOYER PARTNERSHIP STRATEGIST

CAREER SERVICES





SEARCH PROFILE

WELCOME & ABOUT TXST

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 Employer Partnership Strategist at Texas State is the next step in your career journey.

Texas State supports a single, centralized career center model serving all students and alumni across both our San Marcos, Round Rock, and partner campuses. We are actively expanding our employer ecosystem and innovative experiential learning initiatives, including our growing BOBCATshadow program, AI-assisted career tools, and new work-based learning pathways. As our Employer Partnership Strategist, you will play a pivotal role in leading these efforts—building high-impact employer relationships, aligning workforce needs with university talent, and introducing strategic partnership models that connect TXST students directly with career opportunities.

Texas State is a large, vibrant university that maintains a close-knit, relationship-driven community. That same spirit of collaboration defines our Career Services team. In this role, you will work hand-in-hand with career educators, internship advisors, marketing professionals, and campus leaders to execute integrated employer engagement strategies. While focusing on expanding industry networks, you will join a supportive team united by a single mission: preparing 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 Employer Partnership Strategist at Texas State.

It's a great day to be a Bobcat!

A handwritten signature in black ink, appearing to read 'Ray Rogers'.

Raymond Rogers
Director, Career Services



RAY ROGERS

DIRECTOR
CAREER SERVICES



SEARCH PROFILE

WELCOME & 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 47,000 plus 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 & 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, canoing, kayaking, tubing, speed boating, and jet skiing.

NIGHTLIFE & 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 fall, 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 & 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 fl 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



SEARCH PROFILE

POSITION & OPPORTUNITIES FOR IMPACT

POSITION OVERVIEW

The Employer Partnership Strategist is responsible for developing, cultivating, and maintaining strategic partnerships with employers, industry leaders, and community organizations. Through outreach, relationship management, and business development efforts, the position connects employers with university talent, recruiting opportunities, academic programs, and experiential learning initiatives while advancing mutual goals and strengthening workforce engagement.

OPPORTUNITIES FOR IMPACT

ENHANCE CAREER OPPORTUNITIES BY EXPANDING TEXAS STATE'S EMPLOYER NETWORK

Career Services actively engages employers through strategic initiatives, services, and programs including career fairs, on-campus interviews, job postings, classroom presentations, information sessions, and employer appreciation programs. With rising student enrollment, new academic programs, and evolving state workforce needs, Career Services is in a unique position to expand the number and diversity of companies recruiting on campus and through virtual channels.

PROMOTE COMPREHENSIVE STUDENT-EMPLOYER ENGAGEMENT

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. This position will serve as the bridge between employers and academic programs, helping facilitate employer presentations, industry panels, and skill-building workshops that connect academic learning with real-world industry demand.

EXPAND WORK-BASED LEARNING

Career Services is dedicated to expanding work-based learning opportunities for students. By consulting with employers, this position will help develop and structure new internship, co-op, and project-based learning opportunities for students while helping industry partners build direct talent pipelines.

EXPAND EARLY CAREER SHADOWING OPPORTUNITIES

Texas State students pursue a variety of career options while progressing through their degree programs. The department's 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. This role can help scale BOBCATshadow, increasing host sites and site variety for early-stage career exploration.

FORGING A BRIGHTER FUTURE, TOGETHER

92%

UNDERGRADUATE STUDENTS REPORT
WORKING WHILE COMPLETING
THEIR DEGREE

75,284

UNIQUE EMPLOYERS POST A JOB OR
INTERNSHIP ANNUALLY WITH TXST

7,364

STUDENTS & ALUMNI ATTENDED
TXST CAREER FAIRS LAST YEAR

45%

TXST STUDENTS PARTICIPATE IN
INTERNSHIPS OR SIMILAR WORK-BASED
LEARNING EXPERIENCES WHILE A STUDENT

22+

CAREER AND GRADUATE
FAIRS HOSTED IN 2025



SEARCH PROFILE

ATTRIBUTES OF THE SUCCESSFUL CANDIDATE



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
- 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



SEARCH PROFILE

JOB DUTIES



JOB DUTIES

- Develop, cultivate, and manage strategic relationships with employers, industry partners, community organizations, chambers of commerce, and other external stakeholders.
- Identify and pursue new employer partnership opportunities through targeted outreach, networking, and business development strategies aligned with employer needs and university priorities.
- Serve as a primary point of contact for assigned employer partners, providing consultative support and connecting employers with Texas State student and alumni talent, academic programs, recruiting opportunities, internships, and experiential learning.
- Build and maintain knowledge of workforce needs, hiring trends, labor market conditions, and emerging skills to identify opportunities and inform Career Services strategy.
- Represent Texas State University and Career Services at employer meetings, conferences, professional associations, chamber events, networking activities, and other external engagements.
- Develop and support employer programs, career fairs, networking events, and recruiting initiatives that strengthen employer relationships and expand opportunities for students.
- Collaborate with faculty, academic departments, alumni, advancement, and Career Services staff to facilitate meaningful employer connections and develop mutually beneficial partnerships, including sponsorship opportunities.
- Maintain accurate employer relationship and engagement data, track partnership outcomes, and use data and employer feedback to evaluate and improve engagement strategies.



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
- Flexible Retirement Plans
- Wellness Program
- Work Life and Employee Assistance
- Program Employee Discount Program
- Mother-Friendly Worksite



SEARCH PROFILE

QUALIFICATIONS

REQUIRED QUALIFICATIONS

- Bachelor's or advanced degree in business administration, management, marketing, communications, higher education, human resources, public relations, or a related field.
- Professional experience in employer relations, business development, recruiting, talent acquisition, sales, corporate outreach, workforce development, or partnership cultivation.
- Strong verbal, written, interpersonal, and presentation skills.
- Ability to travel regularly for employer visits, networking events, conferences, and other business-related activities, some of which may include overnight stays.

PREFERRED QUALIFICATIONS

- Experience building and maintaining relationships with external organizations, employers, clients, customers, community partners, or industry representatives.
- Knowledge of employer recruiting practices, workforce development trends, and talent acquisition strategies.
- Familiarity with higher education, career services, and experiential learning, including internships, and cooperative education.
- Demonstrated ability to initiate outreach, develop professional relationships, and communicate effectively with a variety of stakeholders.
- Experience using customer relationship management (CRM) systems, recruitment platforms, or databases to manage partnerships and track engagement activities.
- Demonstrated experience presenting to professional audiences, facilitating meetings, or representing an organization at networking and industry events.
- Experience developing outreach strategies, managing projects, and coordinating multiple initiatives simultaneously.

APPLICATIONS

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

Requested application materials include cover letter, resume, and the names, phone numbers, and email addresses of at least three professional references. Salary will be competitive and commensurate with qualifications. An offer of employment is contingent on a satisfactory pre-employment background check.

APPLICATION LINK: <https://jobs.hr.txstate.edu/postings/58490>



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



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

The Texas State University System Board of Regents

Stephen Lee, Chairman, Bastrop | Tom Long, Vice Chairman, Dallas | Charlie Amato, San Antonio | Duke Austin, Houston | Sheila Faske, Rose City | Russell Gordy, Houston | William F. Scott, Nederland | Alan L. Tinsley, Madisonville | Johnny R. Weisman, New Braunfels | Elizabeth Diaz Arreola, Student Regent, Beaumont | Brian McCall, Ph.D., Chancellor

This information is available in alternate format upon request from the Office of Disability Services.