

## BCGEU POSITION DESCRIPTION

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**POSITION TITLE:** Employer Relations Strategist

**JOB NUMBER:** 653

**REPORTS TO:** Director, Career Development Centre

**INCUMBENT:**

**DEPARTMENT:** Career Development Centre

**DATE CREATED:** August 2016

**JOB CLASS:** 13

**DATE REVISED:** August 2019

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### **PRIMARY FUNCTION**

The Employer Relations Coordinator develops and implements a comprehensive and sustainable employer relations engagement strategy in support of KPU programs and initiatives that drive student and alumni employment success. The role conducts industry research, including analysis of current and anticipated labour market trends, to promote successful transition into employment after graduation. The Strategist uses best practices to elevate KPU's profile within the external community through hosting and participating in events, and collaborating with strategic partners to advance a competitive edge for KPU students in the workforce.

### **JOB DUTIES AND TASKS**

1. Creates and implements marketing/business plan and strategies aimed at establishing and maintaining valuable employer relationships and experiences. Fosters awareness among corporate, industry and community stakeholders with regard to the benefits of hiring KPU students and alumni.
2. Strengthens existing employer connections and builds new, advantageous relationships with external partners to enhance program-specific job opportunities for students. Organizes and/or assists at various corporate, industry, employer and community partner events, including delivery of KPU Co-op program information sessions and representing KPU at industry networking events and panels (eg. Chambers of Commerce meetings, trade and career fairs, local and regional labour groups, and professional associations).
3. Researches, analyzes, evaluates and identifies strategic areas of industry growth that drive successful student and alumni career outcomes. Develops new job opportunities with employers that align with strategic targets and increase the diversity of CDC and Co-op programs from which employers hire. Assesses fit of potential Co-op opportunities, including employer objectives, work environment and risk management.
4. Develops strong partnerships with KPU Faculties and departments. Participates in various on-campus employer events and outreach activities, and acts as primary contact for both Co-op and non-Co-op corporate, industry and community organizations recruiters.
5. Leads in the development of new CDC employer-related initiatives, such as mentorship programs and industry discovery events focused on enriching the work-integrated learning experience of KPU

students. Identifies and collaborates with integral employer, professional and industry associations as potential partners to support and engage with students via targeted initiatives.

6. Drives student success by providing information, resources and guidance to employers through consultation. Develops, updates and maintains procedure documents, print collateral, marketing/promotional material, and website information.
7. Extracts and analyzes data, providing findings and recommendations for department publications and strategic University reports. Collects, compiles and disseminates statistics, data, and other reporting information to monitor marketing activities and employer contact/relationships to inform decisions in areas such as employer marketing campaigns and overall CDC services and programs. Reviews, updates and maintains employer data in CRM database.
8. Provides leadership and supervision to the Employer Relations Assistant and/or student assistants, including employee training and development, coaching, conflict resolution, performance review, and recommendations for role changes and training. Coordinates selection process and hiring of support staff, oversees and/or participates on search committees, and provides support to Director for CDC reorganization and restructuring, including the development of implementation plans.
9. Collaborates with CDC leadership and KPU partners, specifically faculties that offer Co-op and other experiential learning opportunities, to help strategize CDC direction, identify business challenges, and influence changes to operations, process or programs. Coordinates special projects on behalf of CDC, as requested by Director.
10. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

**SUPERVISION RECEIVED:**

This position reports to the Director, Career Development Centre.

**SUPERVISION/DIRECTION EXERCISED:**

This position directly supervises the Employer Relations Assistant, Student Assistants and/or Volunteers, including approving timesheets, vacation and overtime, training, development and coaching, appraising employee performance and is responsible for any necessary disciplinary action.

**PHYSICAL ASSETS/INFORMATION MANAGEMENT:**

This position is responsible for maintenance/updating employer data in CRM database, development and maintenance of various segments of the department website, overseeing strategic email campaigns, and developing web- and print-based marketing/promotional materials.

**FINANCIAL RESOURCES:**

This role monitors an assigned Employer Relations budget, with signing authority for employer hospitality expenses, ordering materials, and supports the development of the department annual operating budget. This role is responsible for approving employee timesheets and expense reports.

*The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.*

**EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES**

- Ability to establish and maintain effective working relationships with, and provide exceptional customer service to, all internal and external stakeholders, including corporate and industry existing and potential partners, employers, community organizations, University administrators, faculty, staff and students.
- Expert oral and written communication, including the ability to quickly build rapport with others, as well as confidence in conducting presentations to small and large groups (30+).
- Knowledge and understanding of current BC industry and labour market trends, in addition to ability to source key corporate, industry and community local events for CDC participation.
- Demonstrated ability to create a business plan, strategies, and new program initiatives in collaboration with CDC leadership and internal and external partners.
- Demonstrated ability to work collaboratively and inclusively to coordinate projects and initiatives among various stakeholders.
- Knowledge of and/or direct experience with Co-operative Education, Career Services or other work/career-related programs, including complexity of Co-op and non-Co-op programs to inform discussion with external stakeholders.
- Knowledge of relevant labour market recruitment and ethical work principles, in addition to best practices and standards.
- Proven ability to display initiative, discretion and meet changing priorities, work on multiple tasks simultaneously, meet deadlines and make responsible decisions.
- Must be able to work on multiple campuses, with flexibility for evening and weekend work.
- Possession of a valid driver's license and access to a vehicle is required.

#### **EMPLOYER REQUIRED EDUCATION & EXPERIENCE**

- Bachelor's degree in Marketing, Sales or Entrepreneurial-related discipline or related field plus minimum three years' sales and marketing experience in a similar position or equivalent combination of education and experience.
- Minimum two years' leadership and supervisory experience, including completion of performance evaluations, preferably in a unionized environment.
- Demonstrated experience in direct sales and promotion to existing and potential clients.
- Demonstrated experience at an intermediate skills level in computing and internet applications including Windows environment, Word, Excel, PowerPoint, email web browser.
- Intermediate skills level and experience with contact management systems and/or relational databases. Working knowledge of Symplicity preferred.