



## Job Description – Senior Associate, Career Development Center

Department: Student Life

Reports to: Manager, Career Development Center

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### **Position Summary**

The Senior Associate will primarily manage marketing, event planning and employer relations for the NYU Shanghai Career Development Center. S/he will market and implement career related programming for NYU Shanghai students and gather data to analyze program effectiveness. S/he will also liaise with Chinese and international employers to set up strong relations with the university for internships, on-campus recruitment, and ultimately full-time employment upon graduation.

### **Responsibilities**

#### **Employer Relations: 50%**

- Employer Outreach: Develop outreach and communication plan to attract and maintain Chinese and multinational employer relations and build a large network of employer contacts for the NYU Shanghai Career Development Center.
- CareerNet: Manage NYU Shanghai CareerNet, an online platform on which employers may post internship/job opportunities.
- On-Campus Recruitment: Organize a program that will allow employers to hold presentations and conduct interviews on campus for internships as well as full-time employment upon graduation.
- Ongoing Employer Communication: Serve as a primary contact person for all employers, supporting their job postings and any questions or concerns throughout the semester.

#### **Event Planning/Marketing:25%**

- Career Fairs: Support the planning and implementation of the fall and spring career fair. These large-scale, public-facing events include marketing, logistics, staff management and extensive follow-up.
- Other Events: Support the planning and logistics of a variety of events throughout the year including company visits, industry panels, networking events, career week, etc.
- Assessment: Develop and maintain an assessment tool to evaluate feedback from all participants of these events
- Social Media: Develop marketing strategy and compose content for promoting the Career Development Center to students and other potential audiences through platforms such as OrgSync, WeChat, Facebook, blogging, etc.

#### **Administrative Duties: 25%**

Manage budget and finances of all events, develop strong relationship with all vendors, work with different departments, staff and faculty across NYU Shanghai. Support administrative duties and new initiatives that may arise throughout the year for the Career Development Center.

## **Qualification**

- **Required Education**

- Minimum Bachelor's Degree; Master's Degree preferred.

- **Required Experience**

- Previous experience in Human Resources, Marketing, Event Planning, Employer Relations or higher education institutions preferred.
- Two years of professional experience preferred.

- **Required Knowledge, Skills, and Abilities**

- Fully proficient in both written and spoken English, and Mandarin.
- Strong interpersonal and communication skills to work in an international, cross-cultural work environment.
- Proficiency in using computers, databases, social media and comfortable with learning new technology.

Interested candidates should forward a CV with a cover letter to [shanghai.hr.recruit@nyu.edu](mailto:shanghai.hr.recruit@nyu.edu).

For more information please visit our website: [shanghai.nyu.edu](http://shanghai.nyu.edu)