

Student Position Description

POSITION PROFILE

Position Title:	Outreach & Recruitment Student Lead
Abbreviated Title: (30sp)	Outreach Recruitment Std Lead
EOU Department:	Career Services
EOU Supervisor Title:	Director of Career Services
Job Duration:	Academic year
Job Level:	Level 3
Type of Schedule:	Flexible
Typical Hours:	Mon. – Fri. 8 a.m.- 3 p.m. range
Typical # of Hours:	6 hrs/per wk ave; 10-12 beginning of fall and winter terms

POSITION INFORMATION

Student Position Description Summary:

The Outreach & Recruitment Student Lead plays a key role in supporting campus student employment through the Career Services department by driving the recruitment and placement of student employees at Eastern Oregon University (EOU). This position involves communicating awareness and the value of student employment through outreach activities; managing recruitment campaigns and day-to-day student communications; maintaining tracking systems of student job-seeker activity; connecting student job-seekers with supervisors; collaborating with supervisors about job development; and executing marketing plans through social and print media. The student lead assists with event planning and logistics, contributing to the overall success of developing a student employment program at EOU.

This position is ideal for students seeking hands-on experience in communications, marketing, case management, and project planning while developing essential career-readiness skills. The work produced through the position directly contributes to student success through their campus jobs. The position offers a flexible work schedule negotiated to create a student team collaborative environment, typically requiring 6 to 10 hours per week during the academic year, with a peak in hours connected to the start of each quarter/term.

Duties, Functions & Responsibilities:

- Communicate the value and benefits of student employment to incoming and current EOU students.
- Produce social media content and stories featuring learning-focused student employment experiences.
- Create print media supporting outreach, recruitment, activities, and programming.
- Leverage the department's website as a resource providing timely marketing/promotional and informational content.
- Promote available positions through media campaigns, activities, presentations, programming, and events.
- Provide prompt customer service and detailed communication to student inquiries about employment.
- Recruit students for campus employment and assist in their placement into specific positions.
- Assist with the development of job descriptions and job postings
- Manage physical job-boards ensuring an up-to-date resource for student job-seekers and support of supervisors
- Create and maintain a tracking system for active student job-seekers.
- Planning and logistic support for all department events, programming, and activities.

HIRING CRITERIA

Minimum Qualifications:

- Currently enrolled at EOU with at least 6 credits (undergraduate) or 9 credits (graduate).
- In good academic standing (GPA 2.0 or higher).
- Demonstrated interest in learning about the connection between student employment and workforce-readiness.

Preferred Qualifications:

- Experience with interpersonal communication, communication plans, sales, and/or marketing.
- Experience managing a project demonstrating initiative and interdependence.
- Familiarity with social media platforms and content creation.

Desired Knowledge, Skills & Abilities:

- Knowledge of job-search and the hiring process
- Use of spreadsheets to track data/status/actions and analyze for decision-making.
- Manage multiple projects with the capacity to prioritize and complete tasks in a timely manner.
- Ability to work independently and as part of a team.

STUDENT LEARNING OUTCOMES *as a result of completing this employment, the student will:*

Academic-Based Learning Outcomes: (concepts, theories, practices)

1. Identify the general marketing concepts applied in the creation of social and print media content.
2. Evaluate the effectiveness of communication concepts/theories applied in outreach and recruitment work.
3. Design graphics through the application of coursework and/or training resources.

Industry Learning Outcomes: (knowledge & skills learned about the industry)

4. Use the basic structure of a spreadsheet (rows, columns, cells) to track important data, actions, and/or status.
5. Identify how student employment contributes to student success.
6. Examine how student employment feeds into career-readiness and experiential learning.

Career-Readiness/Essential Employability Skills Learning Outcomes:

7. Appraise the development of one's interpersonal skills and professional demeanor.
8. Implement operational strategies and actions to plan projects.
9. Resolve challenges by identifying possible solutions and actionable steps
10. Recognize the effects of accountability and one's true reporting of work completion on work team success.

PROFESSIONAL DEVELOPMENT & TRAINING

EOU student employees have an opportunity to engage in professional development and training as a part of the job. Supervisors support the attainment of professional development by either providing internal department-specific training and/or time reassigned from normally scheduled duties to participate in University-wide training opportunities including appropriate virtual community training opportunities.

Specific training/professional development opportunities:

- Overview of the typical recruitment, hiring, and retention of employees (Talent Acquisition).
- Access to a Canva license to learn the software.
- Career exploration activities via Career Services.
- EO Career Expo Career-Ready & Work-Search Clinics First Wednesday in April.
- Resume Review with Career Services and/or WorkSource Oregon.

LEARNING ASSESSMENT & PERFORMANCE EVALUATION

Once a term, student employees and supervisors meet to discuss the progress on completing the position's learning outcomes and the employee's job performance. Specifically:

- Adjustments to the learning outcomes and job duties as needed in order to meet the outcomes
- Upcoming training and professional development opportunities
- On-the-job performance feedback and the level of meeting job duty expectations
- Application of coursework to the workplace, job duties, and learning outcomes
- Application of possible connections to future career-related interests and coursework

AGREEMENT OF JOB DESCRIPTION & ADDITIONAL NOTES

Student Employee: (name & date)	Initials
I have reviewed each section of the position description.	
I was given an opportunity to clarify/ask questions about any content regarding duties, responsibilities, and/or the expectation of work hours and tentative schedule.	
Notes from Discussion:	
I am committed to fulfilling the duties, responsibilities, and the expectations of hours and work schedule.	
I am committed to building essential employability skills	
I am committed to discovering the connection between my coursework and my workforce experience	
I am committed to tracking my hours, funding, and submitting timesheets within the deadlines	
Student Supervisor: (name & date)	Initials
I am committed to supporting the student employee to fulfill the duties and responsibilities	
I am committed to discussing the application of coursework to the workforce learning	
I am committed to offering timely and constructive performance feedback and evaluation	
I am committed to ensuring professional development opportunities outlined in the description	
I am committed to managing the hiring and closing processes of this position with Payroll	

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