



## **Executive Director and Assistant Vice President for Career and Professional Development**

### **Overview**

Wake Forest University (WFU) is the premier collegiate university that blends the best of an intimate, collegial liberal arts college with the resources, programs, vibrancy and academic stature of a major university. Under the leadership of President Nathan Hatch, WFU is recognized as one of the leading universities in the country and in particular, for its mission to educate the whole student and to inspire students and alumni to live according to the school motto, “Pro Humanitate”.

Over the past two years, WFU has made a significant commitment to invest in student personal and career development by hiring Vice President Andy Chan, raising over \$5 million, renovating a new contemporary wing for the Office of Personal and Career Development (OPCD) in the central building on campus, and hiring over a dozen new staff members for this crucial function. Wake Forest is now regarded as one of the most innovative university career development operations in the country. The new Executive Director and Assistant Vice President for Career and Professional Development is expected to lead the largest and very important team within the OPCD.

The OPCD includes Career and Professional Development; Mentoring Resource Center; Center for Innovation, Creativity and Entrepreneurship; Family Business Center; and Leadership Development. The mission of the OPCD is to equip students to lead lives with purpose and successfully navigate the path from college to career.

WFU is particularly known for its collaborative and warm culture where the faculty take a sincere interest in students, and where faculty and staff work together to support student learning and outcomes. WFU faculty are teacher-scholars where mentoring and advising students is an expected and valued part of being an outstanding professor. To leverage this supportive culture, the OPCD is developing a “College-to-Career Community” where student influencers (including faculty, staff, parents, employers and alumni) are informed, engaged and equipped to help students throughout their job and career search process.

### **Job Summary**

Reporting to the Vice President for Personal and Career Development, the Executive Director and Assistant Vice President for Career and Professional Development (ED/AVP) is the leader and manager of the 13-person career and professional development (CPD) team (not including student workers and external contractors) which serves undergraduate, Graduate School of Arts and Sciences, and Divinity students (approximately 5,500 students each year). The ED/AVP oversees the development and delivery of communications, services, programs and tools to equip students to successfully navigate the path from college to career. This includes self-assessment, major and career exploration/decision-making, job and internship search skill development and implementation, graduate/professional school exploration/decision-making/preparation and applications, and professional skill development. The ED/AVP also develops and implements

comprehensive marketing, programming and communication strategies and programs focused on driving student awareness and engagement for the overall OPCD and each of the OPCD departments. The ED/AVP oversees the development of strategic partnerships with the faculty, academic advisors, staff, parents and alumni to maximize student engagement, learning, skill development and measurable outcomes. The ED/AVP and his or her team tracks and stays up-to-date on employment, industry and market trends, researches and evaluates new technology tools and resources, and integrates technology to maximize the reach and impact of operations and services with measurable outcomes. The ED/AVP also oversees and manages the daily customer service and back office operations of the overall OPCD office. This is a newly defined position, as the team currently reports to the VP and the Director of the Mentoring Resource Center. The team will be re-organized upon the hiring of the ED/AVP.

The ED/AVP will be an innovative, dynamic, and entrepreneurial leader who will promote excellence and creative thinking within the department. The ED/AVP should provide leadership and direction to the staff, while motivating and inspiring the team to reach beyond traditional responsibilities and ways of thinking to reach a common goal for the department. This position offers the opportunity to play a defining role in shaping the future of career and professional development at Wake Forest, by turning a vision into reality.

### **Responsibilities**

- Manage the 13-person career and professional development team to deliver outstanding career and professional development communications, programs, resources, and services for students with measurable outcomes and in partnership with faculty, staff, administrators, advisors, parents, employers, and alumni.
- Develop and implement comprehensive marketing, programming and communication strategies and programs focused on driving student awareness and engagement for the overall OPCD and each of the OPCD departments.
- Oversee and manage the daily customer service and back office operations of the overall OPCD office.
- Manage and develop the partnership between career counseling faculty and the OPCD (especially the career education and counseling team) to ensure alignment of career development frameworks, communications, resources, and tools.
- Manage and develop partnership between the OPCD and the Schools of Business (especially the respective career education and counseling teams) to ensure alignment of career development frameworks, communications, resources, expenditures and tools.
- Manage and develop partnership with the university employer relations team to ensure coordination of goals for outreach and service level resulting in strong employer relationships and high student and faculty engagement.
- Oversee the creation and effectiveness of the “College to Career Community” through positive and collaborative partnerships with faculty, staff, advisors, parents and alumni.
- Manage and develop partnerships with all members of the OPCD, especially the department leaders.
- Oversee career and professional development programs, resources and OPCD communications for young alumni.
- Manage the office’s standards and reports, including User Agreements, FERPA responsibilities, NACE guidelines, Learning Outcomes and First Destinations reporting.

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- Represent, advocate for, and promote the OPCD and WFU at relevant higher education and career services conferences, as well as with key constituents on campus.
- Manage the department program budget of \$200,000, as well as the overall budgeting process for the OPCD team.
- Manage the CPD team with regards to team and individual professional development, team building and positive engagement/morale.

**Team and Key Relationships**

The CPD is composed of the following 13 staff members:

- Associate Director, Career Education and Counseling; who manages:
  - Assistant Director
  - Assistant Director
  - Counselor
  - Counselor
- Associate Director, Community Partnerships
- Associate Director, Employer Relations & Office Operations; who manages:
  - Coordinator, Employer Relations
  - OPCD Office Manager; who manages:
    - OPCD Receptionist
- Assistant Director, Marketing and Communications
- Assistant Director, Professional Development
- Young Alumni Programs Coordinator (shared with Alumni Relations)

The ED/AVP has some project oversight for the Wake Forest Fellow, a recent graduate, who manages the OPCD web sites, supports marketing and VP communications and student market research. The Fellow currently reports to the Vice President.

The ED/AVP works closely with the Executive Director of the Undergraduate Business Career Center (UBCC) in the Schools of Business. The undergraduate Schools of Business students' career needs are served by three career counselors who report to the UBCC executive director as well as by some of the OPCD's programs and resources.

The ED/AVP works closely with the Executive Director of Employer Relations. The Executive Director of Employer Relations is responsible for building relationships with employers that align with WFU student interests and capabilities, facilitating employer-faculty partnerships to help faculty better prepare students for the world of work, and partnering with the OPCD employer relations and operations teams to deliver outstanding customer service to employers and students.

The ED/AVP serves on the OPCD Leadership Team which is comprised of the Vice President, his executive assistant, the directors of the Family Business Center; the Center for Innovation, Creativity and Entrepreneurship; the Mentoring Resource Center; the Executive Director of Employer Relations and the Undergraduate Business Career Center; and the Associate Vice President of Leadership Development.

The ED/AVP serves as the liaison to the Student Life leadership council and ensures coordination, communication and collaboration between the OPCD and Student Life teams. The ED/AVP often represents the OPCD in on campus meetings when the VP is unable to attend. S/he can send a senior CPD team member in her/his place, as appropriate.

The ED/AVP oversees the alumni career and professional development initiative, which is in its early stages. A young alumni programs coordinator, employed by the alumni office, spends 30% of her time on this initiative.

### **Core Competencies / Experiences**

- *Marketing to and working with college students and faculty* - Experience in marketing communications and social media is desired. Knowledge of liberal arts and business school student perspectives/attitudes and experience partnering and/or working with students is required. Understand the liberal arts culture of the University and recognize the different needs of the students given their distinct areas of study and career interests.
- *Outcome- and Metrics-oriented* - Able to develop effective assessment methods and processes to generate data to measure, track and report outcomes. Able to manage, coach, and train staff to understand, take ownership and utilize this information to communicate about and improve resources and services.
- *Administration and Operations* – Able to manage and administer budgets and budget process, personnel issues and overall office operations.
- *Management* - Able to manage, coach and train team members to work as a team. Able to set high standards and motivate and organize team members to deliver outstanding service and results.
- *Translation* - Able to effectively translate and communicate Vice President's vision and ideas into practical, operational goals and processes and build team understanding and consensus.
- *Collaboration* - Able to understand and build relationships and partnerships with multiple parties across the OPCD office and campus, and particularly with faculty, as well as with student leaders and Student Life staff. Able to manage, coach and train staff to do likewise.
- *Technology and Process Improvement* – Able to assess and implement new and emerging technologies (Facebook, Twitter, blogging, etc.). Able to leverage technology to improve reach and impact of operations and services with measurable outcomes. Able to manage, coach and train staff to do likewise. Knowledge of and experience with online education and student e-portfolios is highly desirable.
- *Career and Professional Development Knowledge* - Knowledge of the career development profession, educational frameworks, resources and tools, operational standards and issues, and student professional development needs.
- *Communication* - Able to effectively represent the CPD and OPCD in meetings and presentations to all constituents, including Trustees, prospective donors, senior administration and the media, in person, via video and in writing.
- *Industry Stature* - Recognized, respected leader in the higher education career development industry and associations (e.g. NACE) is desirable.

### **Qualifications**

- Masters degree or other relevant graduate degree (e.g. counseling, education, higher education administration, MBA)

- Minimum 6 years of experience successfully managing a strong career/professional development or student services organization in higher education or in a large organization.
- Experience managing a staff of at least 6 people and at least 3 direct reports.
- Excellent written, oral and interpersonal communication skills.
- Strong leadership, management and planning skills.
- High degree of maturity and professional ethics.
- Strong work ethic, and high standards and accountability.
- Effective at multi-tasking and prioritization of time and resources.
- Able to quantify, report and promote student career and professional competency development, achievements and learning outcomes.
- Able and willing to uphold OPCD core values of responsibility, integrity, open-mindedness, service-oriented, community and balance.

Wake Forest University is a private, coeducational institution dedicated to academic excellence in liberal arts, graduate and professional education. Founded in 1834, the University is ranked among the top twenty-five national universities. With 4,300 undergraduates and 2,200 graduate and professional students, the student-faculty ratio is 11:1. Wake Forest is a collegiate university offering a vibrant intellectual community with a rich cultural life, an impressive array of facilities and an active athletics community. From its founding, the university adopted the motto “pro humanitate” which is exemplified by a deep institutional commitment to public service and engagement with the world. For quick facts about the University, go to <http://www.wfu.edu/visitors/quickfacts.htm>

Wake Forest is located in Winston-Salem, North Carolina – part of the beautiful Piedmont Triad metropolitan region which has a population of more than 1.5 million and is listed among the top 35 best places to live in North America by [Cities Ranked and Rated](#). Known as the state’s “City of the Arts,” Winston-Salem offers a vast array of arts experiences ranging from music venues to galleries to theatre and film festivals. The city is also ranked among the top 50 US cities for affordability on national surveys.

Nominations and inquiries of interest may be sent in confidence to the University’s executive recruitment consultant:

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*Wake Forest University welcomes and encourages diversity and seeks applications and nominations from women and minorities. Wake Forest seeks to recruit and retain a diverse workforce to maintain the excellence of the University, and to offer students richly varied disciplines, perspectives, and ways of knowing and learning.*