

Program Champion - Department of Marketing
Auburn University

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Posted Feb. 7, 2025, set to expire Oct. 31, 2025

Job Title	Program Champion - Department of Marketing
Department	Marketing
Institution	Auburn University Auburn, Alabama
Date Posted	Feb. 7, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Marketing
Job Website	https://www.auemployment.com/postings/51140

Apply By Email

Job Description

Position: The Harbert College of Business seeks to hire an individual as Program Champion for the Department of Marketing (“Department”).

The Program Champion is a critical player in the College's pursuit of providing a superior student experience that produces highly desired graduates. Reporting to the Chair of the Department and Executive Director of Career and Employer Initiatives, the Program Champion integrates academic requirements, employer needs, professional development, and student preferences into a holistic program that promotes student entry into their chosen career field.

Specifically, the Program Champion will:

- Mentor students in understanding their career aspirations, providing support, introductions to alumni and employers, and guidance as they pursue internship and post-graduation opportunities.

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- Oversee the development, coordination, and execution of student internships, internship courses, and Professional Development Curriculum in collaboration with the career and employer initiatives team.
- Design and teach the major-specific Professional Development Course that builds on previous college-wide courses and prepares students for their intern and job search processes.
- Define, implement, and maintain an employer development strategy in collaboration with the Director of Employer Engagement that grows the quality and quantity of full-time job opportunities and internships.
- Develop and advise student organizations and/or programming that promote student/employer engagement and expose students to workplace demands.
- Develop, implement, and maintain appropriate data collection and reporting mechanisms for intern and job placements, salaries, employer engagements, etc.
- Work collaboratively with the Office of Professional and Career Development, the Office of Academic Advising, and other Program Champions to create efficient, consistent, and supportive approaches to student success.
- Provide direction, management, and oversight for specific events and activities for students to engage in professional and career development opportunities with alumni and employers.
- Facilitate conversations and connections between the marketing department and industry partners to gain an understanding of objectives through research, recruiting, or student development.
- Represent the department, the Harbert College of Business, and Auburn University at local, regional, and national events and conferences.
- Champion the majors at recruiting events and for students still exploring and considering majors at Auburn University.
- Collaborate and continuously group subject-matter expertise and maintain knowledge regarding faculty accomplishments and program points of pride to share.
- Utilize the Salesforce CRM platform as the single system of record for constituency engagement.
- Hire, supervise, and evaluate the performance of the student employees.

The Program Champion is a 12-month non-tenure-track faculty position.

About the College: The Harbert College of Business has a strong tradition of providing highly desirable graduates and generating knowledge that drives diverse business thought and sustainable business practices. The college and its programs consistently rank among the nation's best public undergraduate and graduate business programs. The Harbert College has experienced steady enrollment growth in recent years and currently serves well over 6,500 undergraduate and graduate students through six academic departments offering eight undergraduate majors and multiple Masters

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and Ph.D. options. The college pioneered online masters and executive education programs that are now ranked among the very best in the nation. The college has invested in building a nationally recognized faculty that moves thought forward through research, engages with industry, and delivers relevant and current instruction.

About Auburn University: The Auburn family values tradition, yet eagerly prepares for the future. Rooted in more than 160 years of tradition, Auburn University occupies 1,841 acres and is the academic home to more than 30,000 students. Auburn's commitment to active student engagement and professional success, and public/private partnerships garners a growing reputation for outreach and extension that delivers broad economic, health and societal impact. Auburn University is one of the best places to work in the state of Alabama, according to the 2022 America's Best-in-State Employers list released by Forbes magazine.

Location: Auburn, AL, is a vibrant, thriving college town and community. Southern Living recently recognized the city of Auburn as one of the top small towns in the South, and Money magazine named Auburn the best place to live in Alabama. Known as the 'Loveliest Village on the Plains,' Auburn offers a high quality of life, including a vibrant cultural scene at the new Gogue Performing Arts Center, SEC sports throughout the academic year, national award-winning chefs and restaurants, a K-12 school system that is top-ranked in the state, general and concierge healthcare options, and an exceptional College of Veterinary Medicine for pet care. Chewacla State Park, just five miles from campus, offers camping, hiking, mountain biking, swimming, and boating opportunities. Auburn's historical sister town, Opelika, is a fifteen-minute drive and has become known for its eclectic downtown offerings, including multiple breweries, boutiques, and hobby shops. The Atlanta Hartsfield International Airport is only 90 minutes away, with numerous shuttle service options to/from Auburn daily. Birmingham is a similar drive to the north, and Montgomery, the state capital, is only 50 minutes to the southwest. Beaches and mountains are only a 3-4-hour drive. Auburn University is understanding and sensitive to the family needs of faculty, including dual-career couples.

Auburn University is an EEO/Vet/Disability employer.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



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