



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Career Development Tech Specialist
Department:	Career and Professional Development
Reports To:	Career Development Director

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):

The **Career Development & Digital Engagement Specialist** will split responsibilities between (1) managing and maximizing the office's technical and social media platforms to increase engagement and (2) providing career advising support with an emphasis on resume writing, professional branding, and career readiness. This hybrid role requires both strong technical/digital expertise and high-level written communication skills for professional document review and development.

Examples of Duties and Responsibilities:

I. Technical Platform Management & Social Media Strategy

Duties & Responsibilities:

- Manage and optimize all technical platforms including the virtual career center, Handshake, and Quinncia, ensuring they are fully functional, up-to-date, and widely used by students.
- Develop and implement data-driven digital campaigns to promote CPD events, services, and success stories.
- Create engaging content for Instagram, TikTok, and other platforms, tailoring posts for Gen Z audiences.
- Monitor social media algorithms and engagement analytics, adjusting strategies for maximum reach.
- Use Canva, Photoshop, or similar tools to design high-quality digital and print materials.
- Schedule and manage consistent posting across platforms using social media management tools.
- Track and report on platform engagement, event attendance, and campaign success metrics.
- Present to student groups, classes, and organizations on how to use CPD platforms and resources effectively.
- Stay current with industry trends in social media, higher education marketing, and digital student engagement.

II. Resume Writing, Professional Branding & Career Advisement

Duties & Responsibilities:

- Advise students and alumni on career readiness topics, focusing on creating, editing, and proofreading:
- Resumes (business, creative, and technical formats)
- CVs for graduate school or academic positions
- Creative portfolios for design, fashion, or media careers
- LinkedIn profiles and other professional branding tools
- Provide individualized feedback on formatting, content, and keyword optimization for Applicant Tracking Systems (ATS).
- Facilitate resume and branding workshops for classes, student organizations, and campus events.
- Guide students on tailoring application materials to specific industries and roles.
- Assist students in articulating transferable skills, accomplishments, and career goals effectively.
- Maintain up-to-date knowledge of hiring trends, industry standards, and professional document best practices.
- Collaborate with faculty to embed resume writing and portfolio preparation into curriculum when possible.
- Maintain records of resume review requests, turnaround times, and student satisfaction.

Knowledge, Skills and Abilities:

• Proficiency in Handshake, Quinncia, and virtual career center platforms. • Strong command of social media trends, analytics, and content creation best practices. • Expertise in resume, CV, and portfolio formatting for diverse industries. • Strong written communication, proofreading, and editing skills with attention to detail. • Familiarity with Canva, Photoshop, and other creative editing tools. • Excellent public speaking and presentation skills. • Knowledge of career development and hiring processes, including ATS systems. • Ability to work with students from diverse academic backgrounds and career interests.

Minimum Hiring Standards:

Education	• Bachelor’s degree preferred
Years of Experience	• Education: Bachelor’s degree required; Master’s degree preferred. • Experience: • 3+ years in social media/digital platform management or marketing. • 2+ years in career development, HR, or related advising role with experience in resume/CV editing. • Management Experience: N/A
Years of Management/Supervisor Experience	N/A

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