

## Director of Academic, Recruitment, and Outreach for Engineering and Advanced Manufacturing

### Responsibilities

- Collaborate with international, national, statewide and local organizations to share best practices and progress; work closely with Career & Technical program coordinators to oversee the development of Advanced Manufacturing programs; assist in marketing and promotion of program and connecting students to career opportunities, including internships; recruit students into Advanced Manufacturing pathways and provide information necessary to facilitate their successful enrollment and ultimate entry into Industry
- Operate in broader educational development-focused organizations. This provides a great way to increase the Advanced Manufacturing exposure
- Continue effort to secure leadership in the emerging technologies that will create high-quality manufacturing jobs and enhance America's global competitiveness.
- Serve as liaison between new and established advanced manufacturing academic programs and the industry.
- Actively pursue grant, community, and marketing activities.
- Responsible for the overall management of the program's marketing, outreach and educational activities specific to the Carolina's region.
- Provide workforce development and training solutions.

### Skill Set

- The skill set that I can provide:
  - Ability to work closely with the Local Area Manufacturing Leadership Teams to recruit new industry partners by networking and actively seeking opportunities for industrial participation in research as well as educational activities.
  - Ability to retain and increase interaction with current industry partners
  - Ability to facilitate student/industry relations through internships, student participation in joint projects with industry, fellowships, seminars, career placement, etc
  - Ability to assist in the formation of new industry and academic partnerships, start-ups, and other industrial enterprises;
  - Ability to develop procedures and participate in student (future employees) certification in conjunction with industry partners and Academic partners
  - Ability to organize periodic meetings with industry partners;
  - Ability to maintain an active website for industry partners;
  - Ability to prepare a report of industry and academic collaborations
- I have the recognition and respect of both the faculty and industry
- I can articulate what the Advanced Manufacturing has to offer and can generate enthusiasm
- My reputation is already well-established within the academic community
- I have a network of effective salespeople in the form members of industry and academic partners
- I am people-oriented, a detailed person whose primary objective is to provide customer service and promote the needs and importance of Advanced Manufacturing.
- I can facilitate, arrange, coordinate industrial visits, disseminate information, and deal with routine issues that may arise.

### Primary Role and Key Objectives

- **Objective 1:** Marketing is primary-Strengthen perception and value in engineering and advanced manufacturing technology
- **Objective 2:** Expand the number of workers that have skills needed by a growing advanced manufacturing sector and make the education and training system more responsive to the demand for skills.
- **Objective 3:** Create and support national and regional public-private, government-industry-academic partnerships