

Marketing/Public Affairs Positions – Outreach Resources

Note that the following list of outreach resources is not comprehensive. As you are the expert in your field, we encourage you to identify and utilize additional resources and networks in your search. If you know of resources that are not listed here, but should be, let us know by emailing them to Jim.Stemach@humboldt.edu.

DIVERSITY-FOCUSED OUTREACH RESOURCES/PROFESSIONAL ASSOCIATIONS – MARKETING/PUBLIC AFFAIRS POSITIONS

[Academic Diversity Search, Inc.](#)

National employment resource specializing in connecting women and minorities with academic institutions. Listings for executive/administrative/staff positions. (\$150 for online listing)

[Equal Opportunity Publications](#)

Diversity-focused online job board and resume bank, not specific to higher education. (\$250 for single online listing)

[HBCU Career Center](#)

Online job board for Historically Black Colleges and Universities. Positions are not specific to higher education. Includes resume banks and networking opportunities. (\$99 for single online listing)

[Insight Into Diversity](#)

Affiliated with publication of the same name. Posting includes access to online resume bank. (\$319 for online listing)

[National Black Public Relations Society](#)

Network of public relations administrators, media specialists, government relations directors, and communications professionals. Online job bank and resume database. (\$495 for online posting)

[Professional Women of Color Network](#)

Connects Women of Color to professional/career resources and growth opportunities. Not specific to higher education. (\$5 for single online listing)

PROFESSIONAL ASSOCIATIONS – MARKETING/PUBLIC AFFAIRS POSITIONS (to use as relevant)

[American Marketing Association](#)

Professional association committed to the practice, teaching and development of marketing knowledge worldwide. Online job board, resume bank, and social networking opportunities. (\$325 for online listing; discount for members)

[Marketing Research Association](#)

Dedicated to promoting, unifying and advancing the insight, opinion and marketing research profession. Online job board, resume bank, social networking opportunities. (\$175 for online listing)

[Public Relations Society of America](#)

World's largest and foremost organization of public relations professionals. PRSA has an established [diversity initiative](#). Online job board, resume bank, social networking opportunities. (\$250 for online listing)

AND MANY MORE...

(continued on reverse)

OTHER PLACES TO CONSIDER LISTING

[Chronicle Careers \(Chronicle of Higher Education\)](#)

Largest recruitment platform in higher education. (\$285 for online listing)

[Inside Higher Education](#)

Online news, commentary, and tools for higher education professionals, national in scope. (\$225 for online listing)

[Craigslist Bay Area](#), [Craigslist Portland](#), and/or [Craigslist Sacramento](#) (\$25 for single category listing in each region)

Use [Facebook](#) page postings to connect with relevant professional associations. Requires a free Facebook account.

Use [LinkedIn](#) to post your job, and to get the word out via social media networks. Requires a free LinkedIn account. (Free to share a job within your professional network; \$195 for single listing on their job board)

Send position announcement to reputable departments/universities specializing in this field, with a request that they circulate it among their alumni and networks.