

Candidate for Director – Communications and Marketing

Leslie Walton

University of Tennessee, Knoxville

Why are you interested in this Board position?

I am honored to be nominated for a board position and would relish the opportunity to continue my service to SoACE in a leadership capacity. I have enjoyed my involvement in SoACE over the past 8 years and have participated in many volunteer roles, from managing the SoACE Blog, to volunteering during conferences (conference connectors, session moderator), to serving on and now leading the Employer Relations Summit Planning Committee. Having the opportunity to serve on the SoACE Board is a natural next step in leadership and a professional goal of mine.

Furthermore, marketing and communications is a passion of mine. I understand the importance of clear, effective and creative messaging. As Director of Communications and Marketing, I would ensure that SoACE members and other stakeholders receive timely and effective communication.



What qualifications do you have that would make you a strong fit for this Board position?

I have always been drawn to marketing and communications and believe my skills lend well to this type of work. I have lead our internal marketing committee in the UTK Center for Career Development for the past few years and enjoy staying up to date on communications trends, strategizing creative ways to market our events and services, and educating our staff on marketing best practices. Our committee is made of 5-6 staff members and I have experience leading the group and delegating marketing related tasks to group members. I also lead all communications and marketing for our large job fairs every semester, creating a marketing calendar for newsletters and social media, working with campus partners to assist in marketing our fairs, and ordering and distributing various graphics. Furthermore, I have experience working with marketing tools like Emma, Asana, Canva, and Wordpress. Lastly, I have experience serving on both a state association board (TACE) and the SoACE Employer Relations Summit planning committee, which has given me insight into how large professional associations work to serve their members.

What leadership roles have you held within SoACE and other similar organizations?

I have served on the Employer Relations Summit Planning committee for the past 3 years and will chair the committee this year. I also managed the SoACE Blog from 2018-2019. Lastly, I served on the board of the Tennessee Association of Colleges and Employers (TACE) as Treasurer from 2017-2019.