



Associated Students of Western Washington University  
Ethnic Student Center  
Public Relations AS ESC Cultural Education Coordinator

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**About the Position**

~~The Public Relations Coordinator represents the Ethnic Student Center (ESC) within the Associated Students and provides publicity related support for the various programs and events held by the ESC and its clubs.~~

The ESC Cultural Education Coordinator outreaches to and educates the campus community on diverse issues and identities. They are responsible for facilitating the programming of Ethnic Student Center (ESC) general events and providing ESC club academic support. The position also provides programming for the Associated Students and facilitates events, offices and groups throughout the Western and Bellingham community.

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**Position Classification**

Coordinators provide programming for the Associated Students as a whole and facilitate events, offices and groups throughout the Western and Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: Event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promote office and events, and maintain and update programming resources for the department.

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**About the Department**

~~The AS ESC is a safe and supportive environment for historically underrepresented groups and allies while providing cultural and educational programs.~~

The ESC is a community that supports historically underrepresented ethnic students and allies by providing a social atmosphere and inclusive environment where we engage in identity exploration and strive for cultural awareness and academic excellence.

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**Terms of Position**

~~This is a four quarter position. This position starts the Monday before summer classes begin~~This is a three-quarter position. This position starts the Monday two weeks before the start of classes fall quarter.~~This is three quarter position. There is also a requirement to fulfill 40 hours of work time during the summer quarter for help with summer start and transitions. This position starts the Monday before summer classes begin~~ and ends the Friday of finals week the following spring quarter. This position works an average of ~~00~~15 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

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**AS Employment Qualifications**

- Maintain a minimum credit load throughout term of position of ~~6~~4 credits for undergraduates and ~~4~~8 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.
- ~~Must have continually possessed a valid driver's license over the past 24 months.~~

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## Preferred Qualifications

- Organizational and time management skills.
- Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham community.
- Ability to work independently and responsibly, while supervising others.
- Ability to work collaboratively with multiple people and organizations.
- Ability to work within deadlines and problem solve.
- Ability to work flexible hours.
- Budget management knowledge or experience.
- Basic knowledge of department and position specific responsibilities.
- Knowledge or background in event planning.
- Experience working with underrepresented student populations on campus
- Knowledge of diverse issues and identities
- Experience in group facilitation
- ~~Organizational and time management skills.~~
- ~~Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham community.~~
- ~~Ability to work independently and responsibly, while supervising others.~~
- ~~Ability to work collaboratively with multiple people and organizations.~~
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## AS Employment Responsibilities

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
  - Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards.
  - Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
  - Being knowledgeable of the AS organization and its general operations.
  - Serving on search committees as designated by the AS Personnel Director.
- Ensure the continuity and legacy of this position by:
  - Working with supervisor and Personnel Director to revise and update position job description.
  - Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
  - Developing and maintaining a legacy document as required by the AS Employment Policy.

## Ethnic Student Center Responsibilities

- ~~Ensure the smooth and effective operations of the Ethnic Students Center by:~~
  - ~~Posting and maintaining ten (10) office hours per week.~~

- ~~Assisting with the coordination of activities, materials, and tabling schedules for ESC involvement in campus events such as VU Late Night, Red Square Info Fair, AS Job Fair, and the Campus Activities Showcase.~~
- ~~Assisting in the development of, and participate in and present at all ESC Building Unity Trainings throughout the year.~~
- ~~Working with the ESC staff and volunteers on projects.~~
- ~~Serving as a receptionist/resource when needed.~~

● Contribute to the operations of the Ethnic Students Center by:

- Attending all ESC staff meetings as scheduled.
- Devote an average of 15 hours a week to AS Business
- Posting and maintaining 10 posted office hours per week
- Assisting and participating in all ESC Building Unity Trainings throughout the year.
- Working with the ESC staff and volunteers on projects.
- Plan short – and long-term goals for the ESC with office staff and the ESC Coordinator
- Serving at the front desk when needed

● Maintain a professional environment in the ESC by:

- Establishing and maintaining an effective working relationship with all ESC staff and ESC club members. Staying informed of all ESC events and programming to provide support and act as a resource when needed.
- Communicating with all ESC Staff about programs needs maintain communication with partnering organizations: Student Outreach Services, L.E.A.D.S, other relevant University offices.
- Performing other ESC duties as assigned by ESC Coordinator.

Maintaining a guide for your position to help advance employee next year

Performing other ESC duties as assigned by ESC Coordinator/Activities Advisor.

~~Develop and enhance teamwork, communication and effectiveness of the ESC by:~~

- ~~Attending all ESC staff meetings as scheduled.~~
- ~~Establishing and maintaining an effective working relationship with all ESC staff and ESC club members.~~
- ~~Fostering collaboration throughout the ESC and between ESC clubs.~~
- ~~Staying informed on all ESC events and programming to provide support and act as a resource when needed.~~

Performing other ESC duties as assigned by ESC Coordinator

**Position Responsibilities**

● Represent the interests of the AS ESC and the Associated Students by:

- Co-Chairing the ESC Presidents Council
- Serve on the AS Management Council or AS Communication Committee
- Maintaining a professional working relationship with the AS Vice President for Diversity and find opportunities of collaboration
- Maintaining a professional working relationship with the AS Resource and Outreach Programs Director
- Working collaboratively the ESC Internal Coordinator on projects such as Publicity for ESC events and programs.
- Outreaching to students during Summerstart, Transitions and other related events.
- Assisting with the coordination of activities, materials, and tabling schedules for ESC involvement in campus events such as VU Late Night, Red Square Info Fair, AS Job Fair, and the Campus Activities Showcase.

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**Commented [NP2R1]:** Done ☺

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- Outreaching to Associated Students offices and WWU relevant departments to create collaborative programming, for example promoting ESC student involvement in Viking Lobby Day.
- Staying informed of WWU relevant resources on campus for the ESC.

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- Support ESC student officers/leaders with organizational success by:
  - Working with the ESC Coordinator to develop budget plans for ESC programming budget FXXEPR.
  - Maintaining resources to assist student leaders in the AS program procedures.
  - Serving as a member on the planning committee for quarterly Building Unity events.
  - Serving as a resource for leadership development opportunities.
  - Creating and implementing a mentorship program for prospective ESC students

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- Provide educational, social, and community building opportunities to the campus community in relation to the ESC mission by:

Commented [AR5]: So in this section there was a lot of responsibility around providing support to clubs for club programming (such as heritage dinner), I took that out. I'm assuming because those responsibilities are going to be falling on program support supervisor?

- Planning and implementing general programs/events supporting the mission and purpose of the ESC as directed by the ESC ~~Manager~~Coordinator such as, but not limited to: MLK event, culture shock, brown bag discussions, end of the quarter (Fall and Winter) ESC community celebration, arranging for guest presenters

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- Working with ESC Coordinator to provide recommendations for ESC First-Year Interest Groups

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- Providing collaborative programming opportunities with Associated Students office, WWU departments, and Bellingham community organizations.

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- the representation of diverse identities. Presenting topics and/or facilitating discussions at some events

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- Maintaining a balanced representation in programming many intersecting identities/for/about multiple identities

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- Outreaching to faculty to solicit opportunities to give class presentations

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- Create an atmosphere of identity-inclusivity within the clubs/organizations and programs by:

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- Working with ESC clubs to expand their programming to include intersecting identities

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- Reflecting intersections of identity through all event planning within the position

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- Leading conversations of inclusivity and intersections identity during building unity planning

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- Collaborating with at least 1 ROP office each quarter to ensure the representation of diverse identities

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- Outreaching specifically to other marginalized identity offices at WWU

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Promote and represent the interests of the AS-ESC and the Associated Students by:

- Devoting a total of 15 hours per week to AS business.
- Serving on AS Facilities & Services Council.
- Serving on AS Marketing Committee or its equivalent.
- Coordinating publicity for ESC events.
- Meeting with the AS Vice President for Diversity on a consistent basis.

- Ensure accurate, effective, and advanced publicity for ESC and ESC club events by:

- Serving as the primary liaison with the Publicity Center to ensure timely processing of all publicity-related requests.

- Maintaining an up-to-date quarterly calendar of ESC and club events.

- Working with the Communications and Marketing Office to develop an ESC public relations guide.

- Developing and maintaining a network of on and off-campus resources for advertising.

- Chairing the ESC Communications Committee or equivalent.
- Collaborating with on-campus news publications to provide coverage and publicity of ESC events.
- Maintaining and updating ESC social media outlets.
- ~~Coordinating publicity for ESC events~~ Ensure community outreach and involvement by:
- Working with the ESC Coordinator/Activities Advisor to foster and enhance working relationships and communication with community organizations and media outlets.
- Working with the AS Webmaster to maintain an up-to-date ESC website.
- Facilitating the development and publishing of a quarterly ESC newsletter.
- Working with the Communications and Marketing Office as needed.
- Assisting with alumni relations in conjunction with the ESC Program Coordinator and/or ESC Coordinator/Activities Advisor.

**Salary**

This position will receive a pay grade X, FTE 0.00 which is approximately \$0,000 per position term (about \$ twice per month)..

**Reportage**

This position reports directly to ~~ESC Program Coordinator/Activities Coordinator~~ESC Manager. ESC Coordinator.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.  
Revised on May 11, 2011 by motion ASB-11-S-37.

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