



Associated Students of Western Washington University
Ethnic Student Center
Marketing and Outreach Coordinator

About the Position

The AS ESC Marketing and Outreach Coordinator is responsible for coordinating day-to-day marketing techniques for the center's advertisement and outreach. Position is in charge of all social media outlets the ESC is affiliated with and its content. The purpose is to maintain professionalism on all aspects of outreach, as well as providing the ESC with optimal strategies in advertising and communicating towards the broader public by bringing in new and innovative tools the center can utilize.

Position Classification

Coordinators provide programming for the AS as a whole and facilitate events, offices and groups throughout the Western 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, promoting office and events, and maintaining and updating programming resources for the department.

About the Department

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.

Terms of Position

This is a three quarter position. This position starts the Monday two weeks before the start of classes fall quarter and ends the Friday of finals week the following spring quarter. This position works an average of 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.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Excellent customer service skills
- Interest working with US underrepresented cultural populations

- Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham community
- Knowledge and savviness with online social media outlets, such as Facebook, mailchimp, twitter, etc.
- Ability to work collaboratively with multiple people and organizations.
- Ability to work within deadlines and problem solve.
- Able to work flexible hours.
- Basic knowledge of department and position specific responsibilities.
- Basic knowledge of graphic design elements

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 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

- 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 office hours as needed
 - 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

Position Responsibilities

- Maintain Publicity and Marketing for the Ethnic Student Center and club events by:
 - Creating Ethnic Student Center publicity and promotional items (e.g. tabling giveaways, Event Calendars, Logos, etc.).
 - Networking with on campus news publications such as the Western Front and the AS Review to provide publicity for the ESC
 - Updating ESC online media outlets such as, but not limited to: the ESC Facebook, Google, Twitter, Tumblr, and Wordpress
 - Managing ESC listserv network (e.g. Mail Chimp, Outlook, Google+)
 - Providing email updates about ESC related events to all ESC affiliates, and the Western and Bellingham Community
 - Assisting in the web development and video editing for the ESC
 - Working with the AS Webmaster to maintain an up-to-date ESC website

- Ensure the ESC outreaches to Western and Bellingham Community by:
 - Serve on AS Communication Committee
 - Oversee and execute a weekly newsletter for the ESC to reach out to current students, staff, faculty, administrators, community allies, and alumni
 - Creating and maintaining a marketing plan that will make dispersing information about events and programs of the ESC easier and more central
 - Working with ESC Staff to foster a positive, inclusive, and welcoming, image
 - Collaborate with admissions to outreach to potential incoming Western Students
 - Working with the WWU Communications and Marketing Office and AS Communications Office as needed
 - Creating and implementing a mentorship program for prospective ESC students

Wage

Starting hourly wage of \$12.80.

Reportage

This position reports directly to the ESC Program Coordinator.

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

The Associated Students is an Equal Opportunity Employer.

Revised April 8th, 2016 by motion ASB-16-S-8.