About the Position
The Marketing & Outreach Coordinator represents the Ethnic Student Center (ESC) within the Associated Students and provides publicity and outreach related support for the various programs and events held by the ESC and its clubs. The coordinator provides leadership for the Associated Students as a whole, and represents the ESC to Western and Bellingham community.

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.

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
- 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.
- Publicity/design experience and/or knowledge.
• Basic knowledge of department and position specific responsibilities.
• Interests and/or experience working with underrepresented student population on campus.

AS Employment Responsibilities
• Serve the diverse membership of the Associated Students in a professional and ethical manner by:
  o 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.
  o Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
  o Being knowledgeable of the AS organization and its general operations.
  o Serving on search committees as designated by the AS Personnel Director.
• Ensure the legacy of this position by:
  o Working with supervisor and Personnel Director to revise and update position job description.
  o 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.
  o 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:
  o Posting and maintaining ten (10) office hours per week.
  o Attending all ESC staff meetings as scheduled.
  o 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.
  o Assisting and participating in all ESC Building Unity Trainings throughout the year.
  o Working with the ESC staff and volunteers on projects.
  o Serving as a receptionist/resource when needed.
• Maintain a professional environment in the ESC by:
  o Establishing and maintaining an effective working relationship with all ESC staff and ESC club members.
  o Staying informed of all ESC events and programming to provide support and act as a resource when needed.
  o 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.
  o Performing other ESC duties as assigned by ESC Coordinator.

Position Responsibilities
• Represent the interests of the AS ESC and the Associated Students by:
  o Serving on AS Marketing Committee or its equivalent (if applicable).
  o Maintaining 30 hours of planning hours for Summer Quarter.
  o Serving as a non-voting member on the AS ESC Steering Committee.
  o Maintain a professional working relationship with the AS Vice President for Diversity
  o Provide office support for the ESC Program Support Coordinator.
• **Maintain Publicity and Marketing for the Ethnic Student Center and club events:**
  - Providing basic design support for office and work with AS Publicity Center to help publicize ESC and club events throughout the year.
  - 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.
  - Collaborating with club officers to gather club event dates, to prevent overlapping events.
  - Updating ESC online media outlets such as, but not limited to: the ESC Facebook, Google, Twitter, Tumblr.
  - Providing email updates about ESC related events to all ESC affiliates, and the Western and Bellingham Community.
  - Managing ESC listserv network (e.g. Mail Chimp, Outlook, Google+).
  - Working with the AS Webmaster to maintain an up-to-date ESC website.
  - Assisting with coordination of summer events in consultation with ESC Coordinator. Such as tabling activities, and creating materials, for ESC involvement in campus events such as, but not limited to, Summerstart, Transitions.

• **Ensure the Ethnic Student Center Outreaches to Western and Bellingham Community:**
  - Working with the ESC Coordinator to foster and maintain a positive, inclusive, and welcoming image.
  - Collaborating with admissions to outreach to potential incoming Western students.
  - Working with the WWU Communications and Marketing Office and AS Communications Office as needed.

**Salary**
This position will receive $6,006 per position term (approximately $299 twice per month).

**Reportage**
This position reports directly to ESC Program Coordinator/Activities 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 March 12, 2014 by motion ASB-14-W-69.