



Associated Students of Western Washington University

AS Communications Office

AS Communications Coordinator

About the Position

The Communications Coordinator is responsible for writing and distributing select press releases to appropriate media contacts, managing AS social media accounts, assisting with implementation of promotion initiatives, assisting with internal communication, requesting select KUGS PSAs, coordinating and disseminating a central AS events calendar and updating the AS and WWU online event calendars.

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 Student Budget Coordinator, 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 AS Communications Office is responsible for organizational promotion, marketing, and public relations. This office also provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals.

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

- Strong organizational, multitasking, and time management skills.
- Understanding of public relations tactics.
- Experience writing press releases, media advisories and pitch letters
- Attention to detail and problem solving abilities.

- Computer skills including Microsoft Word, Excel, and Outlook.
- Ability to work independently, within deadlines and milestones, and hold flexible hours.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Knowledge of AP-style.

AS Employment Responsibilities

- Serve the 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: 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.

Position Responsibilities

- Enhance and maintain the integrity and accuracy of the AS image by:
 - Updating and maintaining an accurate media contact list.
 - Developing working relationships with media outlets including, but not limited, editors for all on-campus publications, journalists, and Bellingham community media.
 - Assisting the Communications Director in helping employees contact and speak with the media.
 - Communicating with and being knowledgeable about the Associated Students organization; including offices and departments, upcoming events, initiatives, and ongoing projects.
- Ensure the effectiveness of all office marketing and programming efforts by:
 - Compiling and distributing a comprehensive calendar of all AS and student-related events, activities, and programs and using it to update the AS website, the Office of University Communications event management system, The AS Review and the Publicity Center.
 - Assisting the Communications Director with the coordination of organizational and office social media resources.
- Promote the Associated Students organization on and off campus by:
 - Providing The AS Review and AS Videographer with a weekly list of upcoming events (two weeks in advance) for the VU 6th Floor Calendar and their weekly office publications.
 - Writing and distributing press releases to appropriate media contacts for select events and initiatives.

- Assisting the Communications Director with implementation of cross-divisional and organizational promotion campaigns.
- Ensure the smooth, effective operations of the Communications Office by:
 - Devoting at least 15 hours per week to Associated Students business.
 - Establishing and maintaining at least 10 posted office hours per week.
 - Performing other duties as needed or assigned.

Wage

Starting hourly rate of \$12.80.

Reportage

This position reports directly to the AS Communications Director.

This job description is subject to change in accordance with the AS Employment Policy.
The Associated Students is an Equal Opportunity Employer.
Revised September 30th, 2015 by motion ASB-15-F-16.