



Associated Students of Western Washington University
AS Communications Office
AS Communications Director

About the Position

The AS Communications Director is responsible for creating and implementing an AS Marketing Plan, planning and implementing public relations campaigns, identifying and executing organizational and cross-divisional promotion, executing internal communications, advising and guiding office promotion efforts, and acting as the AS organization's spokesperson and media contact.

Position Classification

Directors are responsible for coordinating the activities of different programs in a large department to ensure quality programming and/or efficient use of student resources. Specific duties include establishing departmental goals, departmental training, program approval, personnel management and supervision, departmental budget authority, communication among employees, coordination of programs efforts, and conflict resolution. These positions operate under the management and direction of the AS Board of Directors.

About the Department

The 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 four quarter position. 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 19 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

- Experience with marketing, branding, and promotion.
- Experience with public relations tactics.
- Experience writing press releases, media advisories and pitch letters.
- Understanding of reporting and journalistic ethics.

- Knowledge of crisis communications.
- Experience managing volunteers or employees.
- Experience managing a budget or being a budget authority.
- Conflict management knowledge or experience.
- Computer skills including Microsoft Word, Excel, Publisher, and Outlook.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Extensive experience working with diverse forms of social media.
- Knowledge of AP style.
- Strong initiative and creativity in planning marketing projects.
- Strong organizational, multitasking, and time management skills.
- Attention to detail and problems solving abilities.
- Ability to work independently, within deadlines and milestones, and hold flexible hours.

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.

Position Responsibilities

- Ensure the effectiveness of the Board of Directors operations by:
 - o Attending Board of Directors meetings and work sessions as needed,
 - o Attending Board of Directors retreats and trainings as requested,
 - o Reporting major business of the position to the position supervisor, as well as at official meetings of the Board of Directors as needed,
 - o Working with the members of the Board of Directors in a cooperative and timely manner.
- Ensure the smooth, effective operations of the Communications Office by:
 - o Monitoring and advising all AS offices and staff as the communications strategic advisor for the organization,
 - o Devoting at least 19 hours per week to Associated Students business,
 - o Establishing and maintaining at least six (6) posted office hours per week, and four (4) meeting hours with other AS communication-related staff per week,
 - o Supervising the Communications Coordinator and assisting them in their

duties as needed.

- Updating legacy documents for this position at least once per quarter. Assist AS offices in serving a larger, more diverse student audience by:
 - o Communicating and collaborating regularly with offices that promote, market, or advertise AS services.
- Ensure the effectiveness of all office marketing and programming efforts by:
 - o Implementing, reviewing, and updating the AS Marketing Plan and Branding Guide,
 - o Coordinating the development of the AS Best Practices guide to establish communication tactics and policies for AS staff,
 - o Being knowledgeable about the Associated Students organization including communicating with offices, upcoming events, initiatives, and ongoing projects.
 - o Monitoring PC Request Form projects in order to advise and guide office promotion efforts,
 - o Planning short and long term strategic promotion goals.
 - o Attending meetings with the Publicity Center Coordinator and Account Executives as needed.
 - o Monitoring and assisting with offices' social media resources,
 - o Coordinating all official AS organizational social media resources.
- Promote the Associated Students organization on and off campus by:
 - o Coordinating and expanding organizational marketing and communications,
 - o Acting as the main media contact for the Associated Students,
 - o Coordinating a committee to plan the AS presence and outreach for university events such as Summer Start, Compass 2 Campus, Western Preview, and Back2Bellmgham.
 - o Communicating regularly with the Office of University Communications,
 - o Collaborating with on and off campus organizations (including Dining Services, Athletics, Housing, and New Student Services / Family Outreach),
 - o Assisting in the planning and execution of the Red Square Info Fair promotion plan in collaboration with the Info Fair Coordinator,
 - o Working with offices to increase organizational awareness at events,
 - o Attending Associated Students program events per quarter as needed.

Wage

Starting hourly rate of \$14.29.

Reportage

This position reports directly to the AS President or designee.

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

The Associated Students is an Equal Opportunity Employer.

Revised March 5, 2014 by motion ASB-14-W-57.