



## **Associated Students of Western Washington University**

AS Productions

Marketing Coordinator - Music & Entertainment

### **About the Position**

The Marketing Coordinator - Music & Entertainment works very closely with the coordinators of ASP Pop Music and Underground Coffeehouse Concert Series to promote the events of those offices and to develop new and creative ways to market these ASP offices to the student body.

### **Position Classification**

Coordinators provide programming for the Associated Students (AS) 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 purpose of AS Productions (ASP) is to provide a comprehensive program of student activities and events for Western students and their community. AS Productions presents film series, concerts, lectures, art gallery exhibitions, theater/dance performances, and other entertainment.

### **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.
- Knowledge and/or experience related to effective marketing and promotion strategies.
- Familiarity with currently relevant social media tools.

### **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, Program Standards, etc.).
  - 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.

### **AS Productions Responsibilities**

- Enhance communication, collaboration, and team cohesion within AS Productions by:
  - o Actively participating as an ASP team member.
  - o Attending weekly or bi-weekly meetings with the Assistant Director for Marketing & Assessment and the Marketing Coordinator - Arts & Entertainment to stay informed about upcoming events and to strategize methods for effective and creative promotion and assessment.
  - o Attending all ASP staff meetings as scheduled by the ASP Director,
  - o Attending the ASP Fall Departmental Training prior to the start of Fall Quarter,
  - o Performing other duties as needed or assigned by the Asst. Director for Marketing & Assessment or the ASP Director,
  - o Maintaining a minimum of 5 publicly-posted office hours per week,
  - o Talking with the Coordinators of ASP Pop Music and Underground Coffeehouse Concert Series to determine the most effective means for collaborating and ensure that each individual fully understands the others' responsibilities during fall training,
  - o Performing other duties as needed to support the ASP office as a whole.

### **Position Responsibilities**

- Ensure that all event publicity and office promotions are of the highest quality and are successful in reaching a broad target audience by:
  - o Assisting each of the two event coordinators with maintaining an effective web and social media presence by sending out messages, keeping online info very up-to-date, and gaining an ever-growing number of online followers,
  - o Collaborating with event coordinators and the Asst. Director for Marketing & Assessment to implement assessment strategies and develop incentives for participation,
  - o Collaborating with event coordinators to develop promotional material and items that serve to promote each office in general, and in a way that aligns with effective branding strategies.

- o Serving as the primary coordinator of all event promotions related to the "Music & Entertainment" area, including but not limited to:
  - Submitting requests for publicity to the AS Publicity Center.
  - Working with KUGS 89.3 FM to produce promotional spots and Public Service Announcements.
  - Securing table tent and banner reservations when needed.
  - Placing ads with various media outlets (e.g. What's Up!, Western Front, Facebook, etc.).
  - Coordinating the effective use of sandwich boards and social media sites.
- Ensure strong communication is maintained with the ASP event coordinators being served by this position by:
  - o Staying in near-constant communication with each of the two event coordinators in the "Music & Entertainment" area in order to stay informed on the most recent promotional needs of each office and to provide valuable updates on the status of the promotional efforts of upcoming events,
  - o Developing a strong working relationship with the AS Publicity Center (PC) in order to be an effective liaison between ASP and the PC.
  - o Working with the Asst. Director for Marketing & Assessment and the Marketing Coordinator - Arts & Entertainment to find creative new ways to generate interest in ASP events among the student body.

**Wage**

Starting hourly wage of \$12.80.

**Reportage**

This position reports directly to the AS Productions Assistant Director for Marketing & Assessment.

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

**The Associated Students is an Equal Opportunity Employer.**

**Revised on September 30<sup>th</sup> 2015 by motion ASB-15-F-16.**