



## **Assistant Director of Public Relations and Outreach** **Position Description**

### **ASOSU's Mission Statement:**

*ASOSU is every student at Oregon State University. We exist as an organization to promote academic excellence, encourage the intellectual, social, cultural, and physical development of the student body, and enable the student body to assert its varied interests as citizens and members of the academic community through democratic representation.*

### **Position Description:**

*The Assistant Director of Public Relations and Outreach shall assist the ASOSU in promoting self-governance in the best interest of students at Oregon State University. This includes, but is not limited to, assisting with overseeing production of marketing materials, as well as delegating the tasks of creating marketing materials and developing marketing and promotional plans for various ASOSU campaigns, initiatives, events, and program to improve the visibility of ASOSU within the OSU campus and community.*

### **Job Responsibilities may include but are not limited to:**

#### **Marketing and Materials:**

**60%**

- Assist in the planning and execute promotional event programming for all ASOSU events, in coordination with other staff members as part of the Memorial Union graphic design department
- Assist in managing and overseeing the ASOSU Website, social media pages, and other forms of communications
- Correspond with staff on events and schedules for the bi-weekly newsletter to include updated sections on work
- Create a bi-weekly newsletter to update students on projects, events and news within the ASOSU
- Work with on and off campus services such as MU Design Studio, OSU Printing and Mailing, University Housing and Dining Services, Corvallis Gazette-Times, The Oregonian, The Daily Barometer, KBVR FM, KBVR TV, OSU News & Communication Office and other local media outlets
- Collaborate with the MU Graphic Design Studio to create graphic materials for events, campaigns, etc. within the ASOSU
- Assist in ensuring materials are in stock for all events throughout the year
- Work with the Executive Director of Public Relations and Outreach to promote the ASOSU and University programs

## **Administrative:**

**20%**

- Provide advertising and public relations assistance for all three branches of ASOSU
- Pursue new avenues for student communication and feedback
- Recruit volunteers and maintain communication through weekly updates
- Meet with the ASOSU Faculty Advisor twice per month
- Meet with the Executive Director of Public Relations and Outreach once per week
- Report to the ASOSU House of Representatives and Senate at least once per term on the campaigns and goals of the position
- Actively participate with the ASOSU team

## **Other Campaigns and Initiatives:**

**20%**

- Work within the diversity and community programs teams on their campaigns and issue work that is not directly related to your issue area.
- Promotion and work within ASOSU's external campaigns such as the Vote OR Vote Voter Registration Drive, the ASOSU Elections, and others.
- Other duties as assigned

*As an Officer of the Associated Students of Oregon State University Executive Branch, you are obligated to be active in the recruitment of new volunteers, maintain a clean office environment and work space, dynamically participate with the ASOSU team, maintain a strong presence at campus and community events, and actively reach out to other student groups.*

## Eligibility:

- A commitment to promoting and advancing diversity and creating an atmosphere of inclusion
- A commitment to advocating for student issues
- Must be a currently enrolled student at Oregon State University for at least 6 academic credits.
- Must have a minimum GPA of 2.0 for undergraduate students and a GPA of 3.0 for graduate students
- Must be in good academic standing and conduct for the term prior to selection and during entire period of employment.

## Desired skills for successful candidates:

- Strong communication skills, interpersonal, public speaking, digital, etc.
- Be able to manage time well
- Strong organizational skills
- Ability to think creatively
- Ability to work independently as well as in a team
- Willingness to be adaptable, to accept changes and try new things
- Work well under pressure
- Ability to exercise flexibility, initiative, good judgment, and discretion
- Ability to work accurately, with interruptions, to meet a deadline
- Experience working with organizations such as ASOSU, OSUPC, SEAC, DCE, ISOSU, MU Graphic Design Department, and other student organizations

