Position Description: ASOSU Marketing and Web Development Coordinator

Posting Title (jobs.oregonstate.edu): ASOSU Associate for marketing and Web Development

Position Summary

The Marketing and Web Development Coordinator serves on the ASOSU President’s team to develop marketing materials and marketing plans for various ASOSU campaigns, initiatives, events, and programs with the goal of improving the visibility of ASOSU within the OSU campus and community. The Marketing Director will also be overseeing all social media outreach efforts through the ASOSU social media platforms and will update and maintain the ASOSU website to cultivate student engagement.

Given the limited hours and timeline of ASOSU’s advocacy, these responsibilities (including those provided below) may be amended or vary depending on the ongoing needs or emergent issues and/or circumstances.

Position Duties

Marketing and Promotion:

- Act as lead consultant for all ASOSU Staff on marketing and promotional materials;
- Maintain current knowledge of on and off campus resources for marketing and promotion purposes, as well as effective and innovative marketing methods;
- Inform community stakeholders on ASOSU’s recent and upcoming activities through outreach over social media, e-newsletters, or other formats;
- Manage and oversee the ASOSU Executive Branch portions of the ASOSU Website;
- Maintain communication and work with the Records Clerk and Archivist to ensure current Congressional representatives, session minutes, and legislation are on the website for all students to view;
- Help run all ASOSU social media pages, including Facebook, Instagram, and Twitter;
- Help lead the promotion of all ASOSU events, in coordination with other staff members;
- Support the Public Relations Director and ASOSU President/Vice President in creating an ASOSU newsletter;
- Work with and maintain communication with on and off campus services, such as the MU Creative Studio, OSU Printing and Mailing, and University Housing and Dining Services;
- Collaborate with the MU Creative Studio as needed to create graphic materials and promotional videos for ASOSU events and campaigns;
- Oversee production of in-house materials utilizing software like Adobe Studio, Canva, or other related graphic design tools;
- Develop materials to raise awareness of any events promoted by the ASOSU executive branch,
which may include events and meetings of the Congress;
- Maintain a set timeline for submission and development of all marketing related materials;
- Work with the Chief of Staff to review accounting for ASOSU promotions budget;
- Provide guidance to ensure OSU and/or ASOSU brand guidelines are followed.

Administrative:
- Pursue creative and sustainable avenues for student communication and feedback;
- Support the Public Relations Director when needed to ensure all public relations tasks are completed efficiently;
- Attend regular Community Team, all-executive staff, and debrief meetings;
- Assist the Chief of Staff by providing relevant input during expenditure processes;
- Provide a report to the ASOSU Congress at least once per term;
- Meet with ASOSU Advisor twice per month for one-on-one meetings;
- Meet regularly with the ASOSU President and Vice President;
- Send the Chief of Staff a schedule of working hours at the beginning of each academic term.

Other Campaigns and Initiatives:
- Serve and work on additional committees and campaigns, such as ASOSU Elections, at the direction of the ASOSU President;
- Other duties as assigned by the ASOSU President and Vice President.

Minimum Qualifications

Employment Eligibility Requirements
(http://fa.oregonstate.edu/stu-manual/500-employment-eligibility-requirements)

Additional Required Qualifications

- ASOSU Constitution eligibility requirements:
  - Undergraduate students shall have earned at least six hours of credit in their most recently completed term, be currently registered for at least six hours, not be on conduct probation, and have a minimum cumulative grade point average (GPA) of 2.00.
  - Graduate students shall have earned at least five hours of credit in their most recently completed term, be currently registered for at least five hours, not be on conduct probation, and have a minimum cumulative grade point average (GPA) of 3.00.
- Must be available for training for the week of August 8th;
- A commitment to promoting and advancing diversity and creating an atmosphere of inclusion;
- Communication skills in areas including but not limited to interpersonal, public speaking, digital, verbal, and written communications;
- Ability to manage time and work accurately with interruptions to meet a deadline;
- Work well under pressure, exercising flexibility, initiative, good judgment, and discretion.

Preferred Qualifications
• Willingness to be adaptable, to accept changes and try new things;
• Experience working with ASOSU, or other organizations focusing on student advocacy, campus involvement, diversity and inclusion, or other related areas;
• Strong organizational skills and ability to delegate tasks;
• Experience using design tools to create promotional materials
• Experience with advocacy campaigns
• Experience with Drupal or general website design and maintenance

Working Conditions / Work Schedule

Term of Employment: August 8th, 2022, serving at the pleasure of the ASOSU President until June 1, 2023.

Hours: Currently budgeted for no more than 15 hours per week*; scheduling and further guidance will be provided by the President and Vice President post-hire.

Some weeks may involve less work than the maximum, but leadership will work to provide as many opportunities as reasonably possible to advance ASOSU’s policy priorities and fill the employee’s available time.

*Subject to change based on available funds and administrative policies. University policy places a firm limit of 20 hours per week for all student employees throughout the regular academic year.

Compensation: Hourly (clocked) wage of $15.50/hr., for Summer, Fall, Winter, and Spring (not including final exam weeks).

Application Requirements

Application Deadline: July 8th, 2022

Application must include the following:

• Cover letter (one page)
• Resume
• Two references
  ○ Please provide contact information including the email address and phone number. To maintain fairness, letters of recommendation will not be read by the hiring committee.

In addition, applicants will respond to the following prompts (200-400 words each for 1. and 2.):

1. Describe one or more areas of student-related advocacy that are of interest to you, and explain what you have done or would like to do to advance them.
2. What do the values of diversity and inclusion mean to you, and what impact would these values have in your work?
3. (Yes/No) Will you be available the week of August 8th for training?

For additional information, please contact:
Matteo Paola, President — asosu.pres@oregonstate.edu
Sierra Young, Vice President — asosu.vp@oregonstate.edu

OSU commits to inclusive excellence by advancing equity and diversity in all that we do. We are an Affirmative Action/Equal Opportunity employer, and particularly encourage applications from members of historically underrepresented racial/ethnic groups, women, individuals with disabilities, veterans, LGBTQ2S+, community members and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community.

Oregon State University in Corvallis, Oregon is located within the traditional homelands of the Mary's River or Ampinefu Band of Kalapuya. Following the Willamette Valley Treaty of 1855 (Kalapuya etc. Treaty), Kalapuya people were forcibly removed to reservations in Western Oregon. Today, living descendants of these people are a part of the Confederated Tribes of Grand Ronde Community of Oregon (https://www.grandonde.org) and the Confederated Tribes of the Siletz Indians (https://ctsi.nsn.us)