Position Description: ASOSU Public Relations Director

Posting Title (jobs.oregonstate.edu): ASOSU Advocate for Public Relations

This recruitment will be used to fill one part-time (a maximum of 20 hours per week) Public Relations Director position for ASOSU at Oregon State University (OSU).

The Public Relations Director serves on the ASOSU President’s team to support and develop public relationships with the Oregon State Student Body and community. The Public Relations Director will help further the disbursement of information and support public relations communications by the ASOSU President and Vice President, including press releases, newsletters, and public statements. The Public Relations Director will work with the ASOSU President and Vice President to develop position descriptions and responsibilities for the Programming team within the ASOSU Executive Branch.

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

Responsibilities

May include, but are not limited to, the following:

Marketing and Materials:
- Maintain current knowledge of on and off campus resources for marketing and promotion purposes, as well as effective marketing methods.
- Work with on and off campus services such as the MU Creative Studio, OSU Printing and Mailing, University Housing and Dining Services, Orange Media Network, OSU University Relations & Marketing, and other local media outlets.
- Lead maintenance efforts for the ASOSU website
- Assist with the creation of press releases and letters to the editor on behalf of ASOSU, and all other promotional materials to be seen in the public eye.
- Design, plan, and implement messaging around campaigns being undertaken by the executive branch as a whole.
- Oversee graphic design projects on behalf of the executive branch and provide some design work for flyers or social media graphics.
- Collaborate with the MU Creative Studio to create graphics and promotional materials for events, campaigns, etc. within the ASOSU.
• Plan and execute promotions and event programming for ASOSU events, in coordination with other staff members.
• Act as lead for ASOSU Staff on marketing and promotional materials
• Manage all expenses within the ASOSU promotions budget with assistance from the Chief of Staff.
• Oversee the ASOSU Brand Guidelines and ensure they are being implemented by all three branches of ASOSU Student Government.

Administrative:
• Provide advertising and public relations assistance for all three branches of the ASOSU
• Pursue new avenues for student communication and feedback
• Meet with ASOSU Advisor twice per month for one-on-ones
• Other duties as assigned by the ASOSU President and ASOSU 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 July 18th;
• 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.

Desired Skills for Successful Candidates:

• 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 in leading and directing individuals.
● Experience using design tools to create promotional materials
● Experience with advocacy campaigns

Working Conditions / Work Schedule

Term of Employment: July 18th, 2022, serving at the pleasure of the ASOSU President until June 1, 2023.

Hours: Currently budgeted for no more than 20 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 $16/hr., for Summer, Fall, Winter, and Spring (not including final exam weeks).

Application Requirements

Application Deadline: June 27th, 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 July 18th for training?

For additional information, please contact:
Matteo Paola, President — asosu.pres-elect@oregonstate.edu
Sierra Young, Vice President — asosu.vp-elect@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.grandroonde.org) and the Confederated Tribes of the Siletz Indians (https://ctsi.nsn.us)