

# California State University, Fresno Foundation

## LIVE MASCOT PROGRAM COORDINATOR – ALUMNI ENGAGEMENT AND ANNUAL GIVING JOB ANNOUNCEMENT #19-000

<b>POSITION &amp; SUMMARY :</b>	<p><b>Full-time, benefited position with Alumni Engagement and Annual Giving through the California State University, Fresno Foundation.</b> Working in the Fresno State Alumni Association (FSAA), the Live Mascot Program Coordinator will oversee the management of Fresno State’s live mascot, Victor E. Bulldog (VEB). This position will support the Director of Alumni Connections in the growth of the live mascot program’s revenue generating opportunities including appearances, sponsorships, fundraising, partnerships, merchandising and programs. Through site visits and appearances, and through engagement on VEB’s various new media platforms, the qualified individual will ensure VEB is accessible to the Fresno State campus and community at large, both locally and regionally. This position is also responsible for the management, growth and reporting of VEB’s new media communication platforms and website.</p>
<b>ESSENTIAL JOB FUNCTIONS:</b>	<p>Under the supervision of the Director of Alumni Connections, the Live Mascot Program Coordinator will be responsible for the following. Typical duties include, but are not limited to the following:</p> <p><b>Care for the live mascot</b></p> <ul style="list-style-type: none"> <li>● Care for the live mascot during normal business hours.</li> <li>● Ensure the physical, emotional, social and psychological health needs of VEB are monitored and preserved.</li> <li>● Ensure license, insurance, and all certifications are maintained and/or renewed as required.</li> <li>● Attend and schedule any/all dog training activities for relevant staff and VEB.</li> <li>● Oversee training for any/all staff who will be involved with the care of VEB.</li> <li>● Order and maintain necessary supplies.</li> </ul> <p><b>Community Relations</b></p> <ul style="list-style-type: none"> <li>● Ability to be outgoing with the community and representing VEB, Fresno State and the FSAA in a professional manner.</li> <li>● In coordination with VEB’s caretaker, develop and manage VEB’s annual calendar of campus and community engagement activities.</li> <li>● Coordinate and execute on- and off-campus appearances:             <ul style="list-style-type: none"> <li>○ Ensure all procedures, documentation, and pre-visit requirements are accounted for, insurance requirements met, and the requesting organization is educated about how to prepare for the visit.</li> <li>○ Conduct any pre-appearance site visits, interviews, or other screening activities to help ensure the safety of event attendees and VEB, site visit details, contact persons, etc.</li> <li>○ Attend campus events and community events where VEB is scheduled to make an appearance.</li> <li>○ Transport VEB to and from appearances and appointments. Pick-up and return home, as necessary, for evening and weekend events.</li> <li>○ Schedule additional staff to participate in VEB appearances to ensure the care and safety of attendees and VEB.</li> <li>○ Manage all invoices and follow-up associated with appearances.</li> </ul> </li> </ul> <p><b>Revenue Generation and Licensing</b></p> <ul style="list-style-type: none"> <li>● Develop and implement fundraising campaigns in support of the VEB Mascot Fund.</li> <li>● Solicit sponsors and supporters for the VEB Mascot Fund.</li> <li>● Serve as a contact for individuals, businesses and community organizations that seek involvement with VEB.</li> <li>● Ensure the implementation of all sponsorship and commercial-based partnership agreements for use of the VEB brand.</li> <li>● In coordination with campus collegiate and trademark licensing, develop VEB merchandise line and promotional products.</li> </ul>

	<p><b>Brand Development and New Media</b></p> <ul style="list-style-type: none"> <li>● Innovate and develop promotional and marketing opportunities related to VEB.</li> <li>● In alignment with the brand values and brand personality of the live mascot, assist in the development and management of the VEB parent and child brands, ensuring university standards are met.</li> <li>● Work with University Advancement, Athletics and other campus entities to develop marketing and communications for the VEB brand. Integrate program further into the University's primary business functions.</li> <li>● Manage VEB website and all new media platforms, including any unique platforms established to build the VEB brand, i.e., Fresno State Alumni app.</li> <li>● Grow the following on VEB's new media platforms, providing added value and engaging content.</li> <li>● Assist in the creation of promotional campaigns, contests, and creative content that engages the community-at-large, enhancing the brand image of VEB.</li> <li>● Track and analyze trends in new/social media, identifying opportunities for VEB to increase engagement and impact with target audiences.</li> <li>● Manage the VEB's media analytic dashboards.</li> </ul>
<p><b>POSITION REQUIREMENTS:</b></p>	<p><i>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</i></p> <p><b>Required:</b></p> <ul style="list-style-type: none"> <li>● Bachelor's degree in Marketing, Communications, Mass Communication/Journalism, or related field.</li> <li>● Ability and desire to work with a live animal.</li> <li>● Willingness to travel and work evenings and weekends, as needed.</li> <li>● Minimum of two (2) years of experience in implementing and managing new media strategies (i.e. social media, video, etc.) with a demonstrated ability to write copy and create engaging content customized for various social media platforms.</li> <li>● Ability to work in a fast-paced environment, including demonstrated ability to prioritize and meet multiple and at times, competing priorities.</li> <li>● Excellent organizational, presentation, facilitation, verbal and written communication skills.</li> <li>● Knowledge of Microsoft Office Suite, including Word, Excel, and PowerPoint.</li> <li>● Valid driver's license with a good driving record, proof of insurance and reliable transportation as driving is a requirement of this position.</li> </ul> <p><b>Preferred:</b></p> <ul style="list-style-type: none"> <li>● Proven rapport with canines, including a minimum of two (2) years experience/training with care and handling</li> <li>● Minimum of two (2) years in public speaking, speech-writing, and media relations.</li> <li>● Knowledge of Social Media Management Platforms, i.e., Sprout Social.</li> <li>● Knowledge of Adobe Creative Suite or comparable software.</li> <li>● Knowledge of photography, videography and editing.</li> </ul>
<p><b>SALARY/BENEFITS:</b></p>	<p>\$3,500 per month. Benefits include health, dental, vision and 401(k), vacation, sick, and holiday pay.</p>
<p><b>FILING DEADLINE:</b></p>	<p><b>Application review begins July 10, 2019; open until filled.</b></p>
<p><b>TO APPLY:</b></p>	<p>Please visit our Auxiliary Human Resource web site at <a href="http://www.auxiliary.com">www.auxiliary.com</a> for job announcement and application. Applications may be mailed, emailed, faxed or delivered in person to:</p> <p style="text-align: center;">California State University, Fresno Auxiliary Human Resources</p>

	2771 E. Shaw Ave. Fresno, CA 93710	Fax: (559) 278-0988
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E-mail completed application & resume to: [HRAUX@LISTSERV.csufresno.edu](mailto:HRAUX@LISTSERV.csufresno.edu)

## **RESUMES WILL NOT BE ACCEPTED WITHOUT A COMPLETED APPLICATION**

*California State University, Fresno is a smoke free campus. For more information, please click <http://fresnostate.edu/adminserv/smokefree/index.html>*

*Employment for this position is by the California State University, Fresno Foundation. This is not a State of California position.*

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