

# Associated Students, Inc. of California State University, Fresno

## OUTREACH COORDINATOR – ASSOCIATED STUDENTS, INC.

### JOB ANNOUNCEMENT #19-016

<b>POSITION SUMMARY:</b>	<p><b>Full-time, benefited position with Associated Students, Inc. of California State University, Fresno.</b> Under general direction of the ASI Director of Operations, the Outreach Coordinator is the primary position responsible for the development, delivery and assessment of the various programs and marketing campaigns offered by Associated Students Inc. (ASI). The position requires good rapport and close working relationships with the Executive Team, ASI Activities Committee, ASI Office Coordinator, and campus community members. Incumbents of this class must possess maturity, sound judgment, initiative, organizational skills, event management skills and the ability to communicate effectively. Incumbents must also possess active loyalty, effective interpersonal relationships at all organizational levels and with the public, and knowledge and understanding of Associated Students, Inc. objectives and priorities.</p>
<b>ESSENTIAL JOB FUNCTIONS:</b>	<p>Under the direction of the ASI Director of Operations, the incumbent will be responsible for the following. Typical duties include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Serves as the Outreach Coordinator for ASI, develops and manages the planning and implementation of its programmatic and communication components.</li> <li>• Recommends and develops programs and marketing campaigns that respond to the changing needs and interests of a diverse student body; predicts market trends.</li> <li>• Coordinates ASI public relations including media relations, social media, mobile applications, website maintenance and The Bulldog Blog.</li> <li>• Coordinates ASI marketing including graphic design, tabling events, campus signage, advertisements, student government elections, etc.</li> <li>• Coordinates on campus events and programs as they relate to the changing interests of students.</li> <li>• Selects, trains, supervises, and evaluates student employees and volunteers.</li> <li>• Maintains and updates information and access to campus resources for general student population. Trains student staff on campus resources.</li> <li>• Works closely to recruit, advise and develop the ASI Activities Committee to carry out ASI programming.</li> <li>• Organizes community service projects for students that work to improve the community and ASI's relationship with the community</li> <li>• Receives and screens visitors and telephone calls, providing information and resolving complaints which regularly require the use of judgment and the interpretation of a variety of policies and procedures</li> <li>• Creates expense proposals and budgets as they relate to projects while maintaining appropriate records for accounting purposes</li> <li>• Prepares correspondence, memorandums, and reports; reviewing media/marketing materials for completeness, accuracy, formatting compliance with policies and procedures, and appropriate English usage and University standards.</li> <li>• Keeps up with emerging trends in technology for purposes of enhanced communication and interaction with the student membership</li> <li>• Works effectively in a fast-paced, multiple-task, and multiple-interruption environment and successfully complete many different tasks accurately and in a timely manner</li> <li>• Develops and maintaining filing and record keeping systems for ASI activities</li> <li>• Regularly exercising discretion and independent judgment</li> <li>• Conducts a variety of special projects and other duties as assigned</li> </ul>
<b>REQUIREMENTS &amp; EXPERIENCE:</b>	<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> <ul style="list-style-type: none"> <li>• Bachelor's degree (B. A.) in Event Management, Communications, or closely related field</li> </ul>

	<ul style="list-style-type: none"> <li>• Two (2) years related experience</li> <li>• Experience in a university auxiliary organization such as student government or related non-profit educational organization preferred</li> </ul>
<b>COMPENSATION:</b>	<b>\$3,333.33 per month.</b> Benefits include health, dental, vision and life insurance, 403b, vacation, sick leave and holiday pay.
<b>DEADLINE:</b>	<b>Application review begins April 22, 2019; open until filled.</b>
<b>TO APPLY:</b>	<p><b>Please visit the Auxiliary Human Resources page 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:</b></p> <p>California State University, Fresno  Auxiliary Human Resources  2771 E. Shaw Ave. (there is no suite number)  Fresno, CA 93710 Fax: (559) 278-0988</p> <p>E-mail completed application &amp; resume to: <a href="mailto:HRAUX@LISTSERV.csufresno.edu">HRAUX@LISTSERV.csufresno.edu</a></p>

## **RESUMES WILL NOT BE ACCEPTED WITHOUT COMPLETE 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 Associated Students, Inc. of California State University, Fresno. This is not a State of California position.*

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