



# Marketing/PR Coordinator

*Associated Students of Whitworth University*

## Tasks and Responsibilities

- a. Promote the professional image of ASWU through producing organizational brochures, and posters, and writing current media releases for issues and events of the ASWU.
- b. Manage ASWU web page to keep it current and other ASWU social media outlets (Twitter, Facebook, Instagram, and the ASWU HFS App) on a daily basis.
- c. Email weekly campus events section based on coordinator reports for dorm newsletters.
- d. Develop key contacts on campus ( i.e. academic departments, athletic coaches, student life departments, etc.) in order to encourage student participation from these areas in ASWU sponsored events;
- e. Maintain awareness of ASWU events and follow-up with the marketing/promotion.
- f. Lead marketing campaigns for ASWU Sponsored programs such as Homecoming, Springfest and the welcome fair and plug in picnic for Orientation.
- g. Create directory of ASWU Staff to hang in the entrance to Sodexo.
- h. Co-Manage the ASWU HFS App and post upcoming events.
- i. Oversee the design of posters for all ASWU associated events.
- j. Attend all meetings of the ASWU Assembly.
- k. Register for the GE 330 leadership class for fall and Spring Semesters.
- l. Attend the spring leadership retreat and the fall leadership retreat which begins approximately one week prior to the commencement of the fall semester.
- m. Be enrolled as a full-time undergraduate student at Whitworth University, carrying at least twelve (12) credits per semester. (NOTE: Seniors may drop below 12 credits in their spring semester.)
- n. Serve on at least one committee approved by ASWU.
- o. Keep regular and convenient office hours of 5 hours a week.
- p. Enroll in the fall and spring GE 330 leadership class.

## Qualifications

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- a. Extreme responsibility, accountability, and reliability in working toward the completion of job responsibilities.
- b. Ability to make connections with all aspects of the University and the greater Spokane community.
- c. Ability to be creative, flexible, and unique with programming promotion.
- d. Self-motivated, self-starter who can work without a lot of direct supervision.
- e. Extreme enthusiasm and school spirit with the ability to sell ideas and programs and keep students informed on a daily basis.
- f. Knowledge of technology and/or willing to learn.
- g. Knowledge of social media and/or willing to learn
- h. Superb organizational and time management skills.
- i. Clear and effective communication skills.
- j. The ability and desire to work closely with other student leadership positions.

## Compensation

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60 hours/month at minimum wage for 8 months