Communications Director

Communications Office  $16.55  15-19 hrs/wk  4 Quarters

Position starts the first week of Fall Quarter and ends the last week of the following Spring Quarter. There is no expectation to work during break.

ABOUT THE OFFICE

The AS Communications Office is responsible for organizational promotion, marketing, and public relations. This office also provides organization-wide support services including event promotion, market research, and development of strategic promotional goals.

OFFICE RESPONSIBILITIES

• Maintain knowledge of current events and initiatives of the AS.
• Become familiar with WWU and AS policies and structure.
• Participate in all required AS staff development events.
• Coordinate and expand organizational marketing and communications.
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• Participate in university committees related to communications, marketing, and social media management.
• Coordinate the AS presence and outreach for summer and fall orientations.
• Coordinate the development of communication tactics and policies for ASWWU staff.
• Plan short- and long-term strategic promotion goals.

ABOUT THE POSITION

The AS Communications Director is responsible for planning and implementing public relations campaigns, identifying and executing organizational and cross-divisional promotion, executing internal communications, advising and guiding office promotion efforts, and acting as the AS organization’s primary spokesperson and media contact.

REQUIRED QUALIFICATIONS

• Maintain a minimum credit load during full term of position:
  o Undergrad: 6 credits
  o Grad: 4 credits
• Maintain a minimum of 2.0 GPA.
• Ability to complete entire term of position.
• At the time of hiring, be eligible for employment in the U.S.
POSITION RESPONSIBILITIES

- Attend Executive Board and Student Senate meetings regularly.
- Report major business of the position to the position supervisor, as well as at official meetings of the Executive Board or Student Senate as requested.
- Advise all ASWWU offices and staff as the communication’s strategic advisor for the organization, which includes monitoring and correcting brand compliance.
- Supervise the Communications and Video Coordinators and assist them in their duties as needed.
- Communicate and collaborate regularly with offices that promote, market, or advertise ASWWU services.
- Implement, review, and update the Branding Guide.
- Monitor and assist with offices’ social media resources.
- Coordinate all official AS organizational social media resources.
- Communicate regularly with the Office of University Communications.
- Collaborate with on and off campus organizations.
- Draft, write, edit, maintain, and distribute statements and media advisories on behalf of the AS or AS executives.
- Maintain regular communication with the editors of campus media publication.

PREFFERED QUALIFICATIONS

- Experience successfully leading volunteers, peers, or employees.
- Knowledge or experience with Budget Management.
- Ability to communicate in an effective manner that is welcoming to wide variety of people.
- Experience mediating or resolving interpersonal conflict.
- Ability to work independently, responsibly, within deadlines, and problem solve.
- Effective organizational and time management skills.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Experience with marketing, branding, promotion, and PR writing and tactics.
- Understanding of reporting, journalistic ethics, and crisis communication.
- Extensive experience working with diverse forms of social media.
- Ability to identify and work on removing inequities, barriers to access, and forms of oppression that may be present in the programming or services related to this position.

This job description is subject to change in accordance with the AS Employment Policy. The Associated Students is an Equal Opportunity Employer. Revised April 2021 by Personnel Director.