**AS WWU**

**ESC Marketing & Outreach Coordinator**

*Ethnic Student Center | $15.35/hr | 15-19 hours/wk | 4 quarters*

*Expected to start the Monday before summer quarter (2021) begins and ends the Friday of the following spring quarter (2022). This position has an opportunity to continue after one year of employment. No expectation to work over breaks.*

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**ABOUT THE OFFICE**

The Ethnic Student Center (ESC) is a community that supports historically underrepresented ethnic students and allies by providing a social atmosphere and inclusive environment where we engage in identity exploration and strive for cultural awareness and academic excellence.

**OFFICE RESPONSIBILITIES**

- Attending all ESC staff meetings as scheduled
- Maintaining at least 10 posted office hours per week
- Assisting in ESC Building Unity trainings
- Working with the ESC staff and volunteers on projects
- Plan short – and long-term goals for the ESC with office staff
- Establishing a working relationship with all ESC staff and club members.
- Communicating with all ESC Staff about program needs
- Performing other ESC duties as assigned by ESC Club Advising Manager

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**ABOUT THE POSITION**

The ESC Marketing and Outreach Coordinator is responsible for coordinating day-to-day marketing techniques for the center’s advertisement and outreach. This position oversees all social media outlets the ESC is affiliated with and its content. The marketing and outreach coordinator will also act as a point of contact for ESC club marketing coordinators and help facilitate communication between clubs and the AS Publicity Center when necessary.

**POSITION RESPONSIBILITIES**

- Create and maintain a general ESC marketing plan for the year
- Run all ESC social media
- Serve as Vice Chair to the ESC Budget and Programming Committee
- Represent the ESC on the AS Communications Committee
- Work with the AS Publicity Center to create publicity & promotional items
- Fall A&O tabling with Advocacy & Programming Coordinator
- Network with campus publications and other AS marketing positions
REQUIRED QUALIFICATIONS

- Maintain a minimum credit load during full term of position:
  - Undergrad: 6 credits
  - 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.

PREFERRED QUALIFICATIONS

- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions
- Effective organizational and time management skills
- Ability to work independently and responsibly
- Ability to work within deadlines and problem solve
- Ability to communicate in a manner that is effective to wide variety of people
- Ability to comfortably do outreach to departments, offices, and individuals across campus
- Knowledge of and comfortability running social media channels, such as Instagram, Facebook, Twitter, TikTok etc
- Basic knowledge of graphic design elements ex. work with Canva, Photoshop, etc
- Experience successfully leading volunteers, peers, or employees
- Experience working with underrepresented student populations on campus
- 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 Personnel Policy. The Associated Students is an Equal Opportunity Employer. Revised January 2021 by Personnel Director.