

Housing Events and Marketing Coordinator (Administrative Analyst/Specialist-Exempt I)

PD No.:PD-4129

POSITION DESCRIPTION INFORMATION

To edit an approved Position Description scroll to the bottom of the form and press Update PD
Click OK in the pop-up window that appears to reset the approval process

POSITION INFORMATION

Type of Action Requested:*	Replacement
Internal Team:*	FL-Housing-Administration - 10130
Job Code/Employee Classification:*	Admin Analyst/Spclst 12 Mo <u>Job Code: 1038</u>
Classification Title:	Administrative Analyst/Specialist-Exempt I
MPP Job Code:	
Position Number:	Admin Analyst/Spclst 12 Mo <u>Position no: FL-10009956</u>
CSU Working Title:*	Housing Events and Marketing Coordinator (Administrative Analyst/Specialist-Exempt I)
Salary Range/Grade:	1038-EXEMPT I-Grade-2 Minimum: \$ 4,379.00 Maximum: \$ 7,922.00 Pay Frequency:
Reports to Supervisor:	Gina Byun
Reports To:*	Associate Director, Admin & Conference Service <u>Position no: FL-10009337</u>
Campus:*	Fullerton
Division:*	VP, Student Affairs Office
College/Program:*	Student Engagement
Department:*	Housing-Administration - 10130
FLSA Status:	Exempt
Hiring Type:	Probationary
Workplace Type (Exclude Inst Fac):	
Pay Plan:	12 Months
Pay Plan Months Off:	

POSITION DESIGNATION

Mandated Reporter:*	Limited - The person holding this position is considered a limited mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083, revised July 21, 2017.
Conflict of Interest:*	None
NCAA:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Is this a Sensitive Position?:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Care of People (including minors) Animals and Property:	Yes
Authority to commit financial resources:	Yes
Access/control over cash cards and expenditure:	No
Access/possession of master/sub-master keys:	Yes
Access to controlled or hazardous substances:	No
Access/responsibility to personal info:	Yes

Control over Campus business processes: No

Responsibilities requiring license or other: No

Responsibility for use of commercial equipment: No

Is this a Campus Security Authority (CSA): Yes No

Serves a security function: Yes

Designated recipient for crime/misconduct reports: No

Significant responsibility for Student Activities: No

Significant responsibility for Campus Activities: No

Job Summary/Basic Function:*

Under the general direction of the Associate Director, Administration, and Conference Services and in coordination with the Assistant Director, Conference Services and Off-Campus Housing, the Housing Events and Marketing Coordinator is responsible for contributing to the day-to-day operation of a year-round student housing community. Specific areas of coordination of departmental business operations include coordination of year-round reservations and event services, maintaining equipment inventories, client relations, contractual agreements, and billing. They must also collaborate with the Assistant Director, Conference Services and Off-Campus Housing to plan and execute large-scale events including, but not limited to, Move-In, Move-Out, Fall in Love with Fullerton, Experience CSUF, and Citrus Awards. This role will also be the co-chair for the Housing Events Action Team (HEAT). This role will also participate and contribute to committees within the department, including but not limited to, Move-In Committee, Housing Orientation Weekend (HOW) Committee, and lead the Opening Day Sub-Committee within the Move-In Committee. The Housing Events and Marketing Coordinator also serves in the campus-wide Social Media Working Group. Other duties as assigned

Minimum Qualifications:*

Bachelor's degree from an accredited four-year college or university and/or the equivalent training and administrative work experience involving the study, analysis, evaluation, development or improvement of administrative policies, procedures, practices or programs plus two years of related experience. Working knowledge of and the ability to apply standard theories, principles, practices, and techniques applicable to the program or administrative specialty to develop conclusions and make recommendations. Thorough knowledge of policies, procedures, and outside regulations pertaining to the applicable program or administrative specialty. Working knowledge of operational and fiscal analysis and techniques. Ability to take initiative and plan, organize, coordinate, and perform work in various situations where numerous and diverse demands are involved. Skilled in research, development, and evaluation of policies and programs. Ability to collect, evaluate, and interpret data to develop sound conclusions and make appropriate recommendations. Expertise investigating and analyzing problems with broad administrative impact and implications. Ability to anticipate problems and address them proactively. Demonstrated ability to effectively interpret, organize, and present information and ideas in written or presentation form. Ability to train others on new skills and procedures and provide lead work direction. A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

Required Qualifications:

Entry to this classification requires general knowledge and skills in the applicable administrative and/or program field with a foundational knowledge of public administration principles, practices, and methods. Working knowledge of general practices, program, and/or administrative specialty. Basic knowledge of and ability to apply fundamental concepts. Working knowledge of budget policies and procedures. Ability to learn, interpret, and apply a wide variety of policies and procedures relating to and impacting the applicable program, organizational unit, and/or administrative specialty. Knowledge of basic methods and procedures for research and statistical analysis and the ability to apply them. Ability to analyze data and make accurate projections using business mathematics and basic statistical techniques. Ability to organize and plan work and projects including handling multiple priorities. Ability to make independent decisions and exercise sound judgment. Ability to compile, write, and present reports related to program or administrative specialty. Demonstrated ability to establish and maintain effective working relationships within and outside the work group and serve as a liaison for the organizational unit.

Preferred Qualifications:

Previous Housing and Residential Engagement, marketing/communications and/or event planning experience. Familiarity with social media and messaging platforms as well as Adobe PhotoShop, Illustrator, Canva, etc.

Special Conditions:

The Housing Office is a fast-paced environment with many interruptions. Must be able to effectively manage these interruptions while maintaining appropriate work output and friendly customer service. Position requires occasional early morning, evening and weekend hours.

License / Certification:

Valid California driver's license. Position may require the use of a state and/or personal vehicle for business related events.

Supervises Employees:*

Yes No


If position supervises other employees; list position titles:

Job Duties

JOB DUTIES

% of time	Duties / Responsibilities	Essential / Marginal
50	<p>Event Services: Serves as departmental event services coordinator. Coordinates year round reservations and event services for internal and external partners. Responsible for coordinating all pre-, on-site, and post-event logistics, including developing clear and consistent planning documentation and necessary permits, maintaining ongoing contact with all stakeholders, conveying the appropriate timeline to internal and external event partners, managing competing priorities in a fast-paced environment. Establish and maintain client relations and promote high level of customer service practices. Responsible for quoting and gathering all necessary documents to execute contractual agreements and billing with vendors and clients. Coordinates set-ups and logistics for all events within community. Oversee and/or assist with setups and dismantles as required and as noted in itinerary or other communications including tables, chairs, cabling, mats, signage, sound and lighting equipment, including microphones, speakers and cables. Ensure all services ordered are delivered on time. Maintain event services equipment inventories. Plans, implements and evaluates move-in/out, yield event days. The incumbent will be expected to use judgement to select and interpret available guidelines and precedents, and within their area of expertise, to adapt or create approaches and procedures to fit specific situations.</p>	Essential
45	<p>Marketing and Communications: Serves as departmental marketing coordinator. Develops departmental brand guidelines and applies them to all aspects of print, digital and social media projects to promote consistency of messaging. Develops printed materials from templates, graphics for HTML emails, social media posts and videos and promotional items as needed. Works with divisions, departments and programs to enhance content, design and features for all communication platforms. Oversees housing social media platforms and collaborates with food service partners to promote the residential dining program.</p>	Essential
5	<p>Other duties as assigned: Performs additional duties as assigned by the Associate Director, Administration and Conference Services to assist with housing and business operations within the department. Participates on departmental, divisional and university committees as assigned.</p>	Essential

SELECTION CRITERIA

 There are no items to show

Physical Mental and Environmental Demands

**** Physical Mental and Environmental Requirements Must be Completed for all Positions ****

Please indicate the frequency (Constantly; Frequently; Occasionally; or Never) and whether or not the requirement is essential.

Physical and Mental Requirements

Bending:	Occasionally
Climbing:	Never
Concentrating:	Constantly - Essential
Crawling:	Never
Decision Making:	Frequently - Essential
Keyboarding and Mousing:	Constantly - Essential
Lifting or Carrying up to 10 lbs.:	Occasionally
Lifting or Carrying up to 25 lbs.:	Occasionally
Lifting or Carrying up to 50 lbs.:	Never
Lifting or Carrying over 50 lbs.:	Never
Performing Calculations:	Frequently
Pushing or Pulling:	Occasionally
Reaching Overhead:	Occasionally
Repetitive Motion of Upper Extremities:	Frequently
Sitting:	Frequently
Standing:	Frequently
Stooping Kneeling or Squatting:	Occasionally
Walking:	Frequently

To add additional Physical and Mental Requirements - Please provide the 1) Physical and/or Mental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

Other Physical & Mental Requirement No. 1

Description:

Other Physical and Mental Req No.1 Frequency:

Other Physical & Mental Requirement No. 2

Description:

Other Physical and Mental Req No.2 Frequency:

Other Physical & Mental Requirement No. 3

Description:

Other Physical and Mental Req No.3 Frequency:

Other Physical & Mental Requirements:

Environmental Requirements

Drive motorized equipment:	Occasionally
Excessive Noise:	Frequently
Hazards:	Never
Outdoor:	Occasionally
Elevated Work:	Never
Extreme Temperature (hot or cold):	Occasionally
Indoor (Typical office environment):	Constantly - Essential

To add additional Environmental Requirements - Please provide the 1) Environmental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

- Other Environmental Requirement No. 1 Description:**
- Other Environmental Req No.1 Frequency:**
- Other Environmental Requirement No. 2 Description:**
- Other Environmental Req No.2 Frequency:**
- Other Environmental Requirement No. 3 Description:**
- Other Environmental Req No.3 Frequency:**
- Other Environmental Requirements:**

POSTING DETAILS

Advertising Summary:

Advertisement text:

USERS AND APPROVALS

Justification for Position: Replacement for Micah Espiritu.

Hiring Administrator:* Kafele Khalfani
Email address: kkhalfani@fullerton.edu

Approval process:* FL - PD Approval (Staff/MPP) - Dept Head

1. MPP Supervisor:	Gina Byun ✓ Approved Jun 28, 2024
2. Department Head/Associate Dean:	Kafele Khalfani ✓ Approved Jun 28, 2024
3. HR Classifier:	Chris Schloffer ✓ Approved Jul 2, 2024
4. Appropriate Administrator/Dean:	Vincent Vigil ✓ Approved Jul 2, 2024
5. Position Management:	FL-HRDI PM ✓ Approved Jul 2, 2024

HR/Faculty Affairs Representative:* FL-HRDI Classifier
Email address: hrrecruitment@fullerton.edu