



California State University  
SAN MARCOS

# POSITION DESCRIPTION

**Department:** Student Leadership & Involvement Center  
**Working Title:** Student Media Coordinator  
**Job Code:** 3082  
**Time Base:** 1.0  
**Position Number:** 00001097  
**Union / Unit (if applicable):** Academic Professionals of California (APC) / Unit 4

**Position Reports To:** Director, Student Engagement & Leadership  
**Classification:** Student Services Professional II  
**Range Code:** 1  
**Exempt or Non-Exempt:** Exempt  
**Last Update:** 06/06/2024

**PURPOSE OF POSITION:**

Under the direction and supervision of the Director of Student Engagement & Leadership, the incumbent will provide structure and program advising support to the university student-led news source, the Cougar Chronicle, and will serve as the campus' primary point of contact for all stakeholders regarding the Cougar Chronicle. This position will work to ensure that the direction of the Cougar Chronicle is consistent with the mission of the university, division, and department while also supporting an independent news source for the campus community. The coordinator will serve as the primary advisor for the Cougar Chronicle and work directly with the Editor-in-Chief to support the staff in training, development, and programming that enhances the student-led news source on campus. The incumbent will also be responsible for administrative and operational oversight for the Cougar Chronicle including hiring, advising meetings, marketing, budgeting and purchasing. Additionally, this position will serve as the lead for marketing and outreach within the Student Leadership & Involvement Center under the general supervision and direction of the Director of Student Engagement & Leadership. This position may work with highly sensitive administrative and student matters. A high level of professionalism is crucial.

**MAJOR RESPONSIBILITIES:**

	<u>% of Time</u>
1. Cougar Chronicle Advising/Program Planning/Development	50%
2. Cougar Chronicle Administration	25%
3. Student Engagement Programming, Advocacy, Marketing and Outreach	25%

**LIST OF TASKS FOR EACH MAJOR RESPONSIBILITY:**

**1. Cougar Chronicle Advising/Program Planning/Development**

- Provide advisement on operational matters for the Cougar Chronicle, the student-led new source at CSUSM.
- Deliver services and collaborate to implement educational and growth opportunities for the Cougar Chronicle staff.
- Proactively engage and regularly meet with the Editor-in-Chief of the Cougar Chronicle.
- Advise and support the editorial staff of the Cougar Chronicle in their efforts of serving as the student-led news source for CSUSM.
- Serve as a primary contact for the Cougar Chronicle with campus partners and department staff.
- Support the overall staff by providing training and development opportunities to improve the efforts of the news source on campus.
- Provide advising for student staff seeking guidance on operational aspects of the Cougar Chronicle.
- Implement policies and procedures as they relate to the campus news source and further development of the Cougar Chronicle.
- Review and approve operational decisions related to the Cougar Chronicle according to campus policy and procedures.
- Oversee and support marketing and outreach efforts to increase the reach of the Cougar Chronicle to the campus community.
- Seek and implement methods to improve news sourcing to the campus community with an emphasis on efficiency and effectiveness, reduced paper and increase use of technology.
- Identify educational training opportunities, such as conferences, workshops, seminars, and appropriate courses for Cougar Chronicle staff.
- Advocate for student involvement in university-sponsored programs and events.

## **2. Cougar Chronicle Administration**

- Assist in developing, conducting, and analyzing research and assessments on various aspects of university newspapers in a college environment.
- Ensure appropriate policies and procedures are followed in relation to risk management awareness and education, including liability issues and protocol for student groups, the campus, programming events, and staff involvement.
- Provide administrative support for Cougar Chronicle (logistics, reservations, and online communication).
- Maintain appropriate Cougar Chronicle records such as staff rosters, events, employee payroll tracking, and related planning documents.
- Create, submit and facilitate flow of documents such as ePANS, Hospitality Requests, Requisitions, and other university documentation.
- In collaboration with the Editor-in-Chief, manage the communication amongst the staff team on the operational necessities of the Cougar Chronicle (Microsoft Teams Channel)
- Formulate, or assist in formulating, budget projections for the Cougar Chronicle.
- Prepare monthly reconciliations, shadow budgets and track resources for the Cougar Chronicle budget.
- Ensure that personnel and payroll actions are completed in a timely fashion.
- Manage Cougar Chronicle budget with the Director of Student Engagement and Leadership.
- Maintains professional communications and strategic alliances with University administrators, faculty, and staff across schools and divisions.
- Provides support on data evaluation and assessment methods and executive data summaries.
- Conducts continual program improvement through assessment, research of best practices, and critical observations and evaluation of student trends.

## **3. Student Engagement Programming, Advocacy, Marketing and Outreach**

- Serve as a member of the SLIC staff team collaborating to develop and achieve department goals and objectives through marketing and outreach efforts.
- Coordinates, as appropriate, marketing and publicity efforts for specified programmatic efforts. Work with graphic designers on marketing efforts of web, print, and social media promotional items as well as coordination of department branding strategies. Share publications/fliers on various platforms and with campus partners.
- Maintains department affiliated website pages and provide oversight of social media accounts.
- Participate in tabling opportunities for various campus events, U-Hour, and other marketing opportunities.
- Provides student programmatic support on collaborative initiatives associated with Student Leadership & Involvement Center.
- Partners with leadership to collect data and evaluation/assessment results to generate reports.
- Maintains communication, organization management, and tracking through platforms such as Tukwut Trax, Google Drive, Microsoft Teams, and Accudemia.
- Advises prospective, current students, and student organizations about opportunities for involvement (Student activism/advocacy, leadership, and community-culturally based involvement).
- Cultivates a culture of student advocacy through community-based dialogues, mediation techniques, and internal and external referrals.
- Collaborates with Student Leadership & Involvement Center to support and advise student organizations and the establishment of new ones.
- Attends and participate in department meetings, Student Life unit meetings, and planning sessions.
- Participate as a liaison to the Tukwut Life committee.
- Attends appropriate University events as determined by the Director of Student Engagement and Leadership.
- Be an active member of the Student Life Unit and Student Leadership & Involvement Center.
- Ensure appropriate information is collected and analyzed for effective communication to students, parents, faculty, staff, administrators, and other stakeholders.
- Work with co-workers in a way that promotes a positive, productive work environment.
- Serves on committees, as appointed.
- Other duties as assigned.

### **REQUIREMENTS OF POSITION:**

#### **1. List education and experience required**

- Bachelor's degree in counseling, education, or a closely related field PLUS a minimum of two (2) years of progressively responsible experience in student services program areas or in a related field; or an equivalent combination of education and experience.

Preferences:

- Professional experience in working with student populations.
- Master's degree preferred in areas of Counseling, Higher Education Administration or Leadership, Student Affairs/Student Development, or other related field is preferred and may be substituted for one year of the professional experience.

**2. List knowledge, skills, and abilities required for this position.**

- Awareness of student development theories, group and community development models and leadership development frameworks applicable to a highly diverse campus community.
- Awareness and appreciation of the cultural diversity of the University community, and ability to establish and maintain cooperative and effective relations with University employees, students, and the public.
- Knowledge of group and individual counseling theories, assessment, procedures, and techniques.
- Ability to collect, compile, analyze and evaluate data and make verbal or written presentations based on these data.
- Ability to develop effective collaborative relationships with faculty and administration.
- Ability to carry out a variety of professionally complex assignments without detailed instructions.
- Demonstrated commitment to educational equity principles and goals in higher education.
- Demonstrated ability to apply conflict resolution skills.
- Ability to develop supportive, ethical relationships with students on an individual and group level.
- Ability to support the implementation of long-range program planning to meet the needs of a quickly growing university population and campus organizational structure.
- Demonstrated ability to analyze and solve organizational, programmatic, and operational problems without immediate supervision.
- Maintain confidentiality of student information and personnel situations and other information as directed.
- Possess initiative and professional judgment indicative of a successful self-starter.
- Ability to work on multiple projects at once while meeting deadlines in a fast-paced environment
- Strong teamwork experience and approach.
- Ability to train and motivate students in a variety of ways including public speaking, workshop facilitation, development of programmatic tools, report writing and creative use of the internet as an educational resource.
- Writing and editing skills must include letters, brochures, reports, proposals, publications, and memorandums of understanding.
- Knowledge of office systems, PC computers and software programs and the ability to use a broader range of technology, systems, spreadsheets, and reports to effectively perform all assigned duties.
- Ability to advise students individually and in groups on complex student-related matters.
- Ability to determine appropriate courses of action and proper techniques to utilize while engaged with individuals in personal interactions of an argumentative or sensitive nature.
- Ability to interpret and evaluate descriptions and explanations of problems brought forward by individuals or student organizations, analyze and define the problem, draw valid conclusions, and project consequences of various alternative courses of action.
- General knowledge of methods and problems of organizational and program management.
- Ability to develop and implement workshops for students.
- Ability to facilitate conversations around career, academic, and personal success.
- Must possess excellent written, verbal and interpersonal communication skills.
- Ability to understand and interpret the needs of economically disadvantaged, first generation, and ethnically diverse/multicultural student groups.
- Ability to analyze complex situations accurately and adopt effective courses of action.
- Ability to reason logically.
- Knowledge of retention strategies and various learning styles.

**3. List machines, tools, equipment, and motor vehicles used in the performance of the duties**

- Working knowledge of PC and/or Macintosh computer and related software, especially Microsoft Office suite, email and the internet.
- Ability to use telephones to communicate with various constituents.

**4. Unique working conditions**

- Extended periods of time sitting and working on a computer.
- This position will include some evening and weekend hours with responsibilities for meetings, administrative duty, special events coordination and/or extended hours during peak programming periods.

**5. Other Employment Requirements**

- This position is subject to a background check including, but not limited to, employment verification, education verification, reference checks and criminal record checks. 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.
- Must participate in required campus trainings including, but not limited to, Information Security Awareness Training and Sexual Violence Awareness and Prevention “EDU: Eliminate Campus Sexual Misconduct”.

**PURPOSE AND NATURE OF WORK RELATIONSHIPS:**

Define working relationships with people on and off campus (other than supervisor or people supervised) with whom this employee interacts on a continuing basis, and how often this interaction occurs.

Student Leadership & Involvement Center	Work collaboratively to support students	Daily
Student Life and Student Affairs	Respond to inquiries and requests for information	Weekly
On Campus Events and Planning	Work collaboratively to plan events	Weekly

**PHYSICAL EFFORT:**

Check the appropriate box for each of the following items which most accurately describe the extent of the specific activity performed by this employee on a daily basis.

**PHYSICAL EFFORT**

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
1. Sitting				X	
2. Standing		X			
3. Walking		X			
4. Bending Over					
5. Crawling	X				
6. Climbing	X				
7. Reaching overhead	X				
8. Crouching	X				
9. Kneeling	X				
10. Balancing	X				
11. Pushing or pulling	X				
16. Driving cars, trucks, forklifts and other equipment	X				
17. Being around scientific equipment and machinery					
18. Walking on uneven ground					

- 12. Lifting or carrying
  - A. 10 lbs or less
  - B. 11 to 25 lbs
  - C. 26 to 50 lbs
  - D. 51 to 75 lbs
  - E. 76 to 100 lbs
  - F. Over 100 lbs
- 13. Repetitive use of hands/arms
- 14. Repetitive use of legs
- 15. Eye/hand coordination

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
		X			
		X			
	X				
	X				
	X				
	X				
			X		
	X				
	X				

Yes	No
X	
X	
X	

**MENTAL EFFORT**

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
1. Directing others			X		
2. Writing			X		
3. Using math/calculations		X			
4. Talking				X	
5. Working at various tempos			X		
6. Concentrating amid distractions	X				
7. Remembering names	X				
8. Remembering details	X				
9. Making decisions			X		
10. Working rapidly			X		
11. Examining/observing details		X			
12. Discriminating colors			X		
	X				

**ENVIRONMENTAL FACTORS**

	Number of hours/day				
	N/A	1-2	3-4	5-6	7+
1. Inside				X	
2. Outside		X			
3. Humid	X				
4. Hazards	X				
5. High places	X				
6. Hot	X				
7. Cold	X				
8. Dry	X				
9. Wet	X				
10. Change of temp		X			
11. Dirty	X				
12. Dusty	X				
13. Odors	X				
14. Noisy	X				
15. Working w/others					X
16. Working around others					X
17. Working alone					X
	X				

**SIGNATURES**

The last sheet for any staff position description should contain the signature sheet. Signatures will include the incumbent's signature (if applicable) or new employee; the supervisor's signature and all pertinent administrative personnel.

**Employee**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Appropriate Administrator (MPP)**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Dean/Department Head/Director/AVP (optional)**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_