



Associated Students of Western Washington University
ASWWU Outdoor Center
Marketing and Resources Coordinator

About the Position

The Marketing Resources Coordinator provides publicity and marketing for all OC departments, along with scheduling events and maintaining a resource area that provides access to a wide range of current information on outdoor recreation.

Position Classification

Coordinators provide programming for the Associated Students (AS) as a whole and facilitate events, offices and groups throughout the Western and Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: Event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promote office and events, and maintain and update programming resources for the department.

About the Department

The purpose of the Outdoor Center (OC) is to enhance opportunities for members of Western's community to involve themselves in outdoor recreation activities. The OC provides a spectrum of programs, resources and services to enable the students, faculty, staff and Alumni Association members to safely participate in a variety of activities, develop and refine skills, practice environmental responsibility, and interact with each other and members of the community.

Terms of Position

This is a ~~three-four~~ quarter position. This position starts the Monday two weeks before the start of classes fall quarter and ends the Friday of finals week the following spring quarter. This position works an average of 15 hours per week in Fall and Winter quarter, an average of 10 hours per week in Summer quarter and becomes an hourly position in Spring Quarter with hours not to exceed 75 total. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- o A Commitment to promote the public image of the Outdoor Center both on campus and in the community, increase its visibility, and promote all positive aspects of the Outdoor Center through all appropriate channels.
- o Knowledge and/or experience related to effective marketing and promotion strategies.

- Organizational and time management skills.

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- Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham community.
- Ability to work independently and responsibly, while supervising others.
- Ability to work collaboratively with multiple people and organizations.
- Ability to work within deadlines and problem solve.
- Ability to work flexible hours.
- Budget management knowledge or experience.
- Basic knowledge of department and position specific responsibilities.

AS Employment Responsibilities

- Serve the membership of the Associated Students in a professional and ethical manner by:
 - Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards.
 - Attending all AS staff development events: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
 - Being knowledgeable of the AS organization and its general operations.
 - Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - Working with supervisor and Personnel Director to revise and update position job description.
 - Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
 - Developing and maintaining a legacy document as required by the AS Employment Policy.

Outdoor Center Responsibilities

- Uphold the Outdoor Center Mission by:
 - o Providing unbiased, nonjudgmental and accurate information to students
 - o Providing a confidential, safe and inclusive space for students
- Enhance teamwork and camaraderie by:
 - o Participating in Outdoor Center Staff meetings and any additional departmental activities

Position Responsibilities

- Be an accessible and active member of the outdoor center team by:
 - o Devoting an average of 15 hours per week to AS business,
 - o Establishing and maintaining a minimum of 10 office hours/week
 - o Participate in training conducted by the Outdoor Center Manager
- Maximize visibility and accessibility of OC programs and services by:
 - o Coordinate publicity for all Outdoor Center Departments. Maintain a network of on and off-campus resources for advertising,
 - o Assure timely and current distribution of Outdoor Center publicity materials on Outdoor Center sandwich boards, reserved kiosks, and other university posting locations.
- » Ensure web presence of OC by:
 - » o Maintaining mailchimp servers and newsletter resources & also maintaining Oresvnc.
 - o Maintaining and update Outdoor Center list serve mailing list, web site and Facebook account^
 - o Working with AS Website committee to implement updates and changes to the OC website,.
- Maximize the PC's campus involvement by:
 - o Organizing info sessions for various campus and community groups
 - o Working with various groups, both in and out of the AS to produce joint events.

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- o Promote the Outdoor Center and its resources at WWU Events

» Work effectively with other parts of the AS by:

o Working with Challenge Course, xcursions, Bike Shop, Lakewood and Viqueen areas to ensure a "marketing strategy is set in place." [Formatted

- o Serve as Budget Authority for Promotions & Outreach budget.
- o Attend all AS Promotions Committee meetings as the Outdoor Center representative,
- o Organize and maintain archives of photographs and publicity,
- o Work with the PC to ensure timely design and production of publicity materials

• Provide outdoor related resources to students by:

o Coordinating and promoting one general Outdoor Center Event a quarter, excluding a summer quarter. [Formatted

o Coordinating all tabling throughout fall, winter, spring, and summer at campus events such as back to Bellinham, summer start, transitions, out-of-state dinner, Western Welcome Back. [Formatted: Font: (Default) +Body (Calibri), 11.5 pt, Font color: Auto

- o Negotiating contractual terms with vendors
- o Program a series of public presentations such as lectures, slide shows and films. Program offerings should include local presenters, especially students, as well as more prominent presenters.
- o Maintain a resource area that includes trail and topographical maps, nautical charts, books, current magazines, videos, instructional materials, files, and other appropriate materials.
- o Purchase and manage the retail sale of logo items (e.g. t-shirts, patches, water bottles).

Salary

This position will receive 5+5(\$6,006 per position term (approximately \$299-5 twice per month).

Reportage

This position reports directly to the Outdoor Center Manager.

This job description is subject to change in accordance with the AS Employment Policy.
The Associated Students Is an Equal Opportunity Employer.
Revised on February 28, 2013 on ASB-13-W-21.