



## **Associated Students of Western Washington University**

Student Advocacy and Identity Resource Centers Office

SAIRC Marketing and Assessment Coordinator

### **About the Position**

The AS Student Advocacy and Identity Resource Centers (SAIRC) Marketing and Assessment Coordinator works very closely with the coordinators of QRC, WIRC, DOC, LIC and the Veteran Community Coordinator to promote the events of those offices and to develop new and creative ways to market these offices to the student body. Additionally, this position will assist in the collection of data for assessment.

### **Position Classification**

Coordinators provide programming for the Associated Students 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, advocates on behalf of students, actively promotes community building, maintains specific office functions, performs administrative work, promotes office resources and events, and updates programming resources for the department.

### **About the Department**

The AS Student Advocacy and Identity Resource Centers provide information, advocacy, events, and peer-to-peer education to Western students. The four centers within the SAIRC strive to support and empower all members of Western's diverse community. The SAIRC also provides the opportunity for Western's students to gain valuable work and life experience.

### **Term of Position**

This is a three quarter position. This position begins 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. 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**

- Budget management knowledge or experience.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Conflict management knowledge or experience.
- Organizational and time management skills
- Basic knowledge of issues and/or concern pertaining to the students we serve through our centers
- Ability to work independently and responsibly
- Knowledge and passion about advocating for issues and identities
- Ability to facilitate small group discussion/interaction
- Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham Community
- Prior experience facilitating marketing efforts
- Prior experience facilitating data collection efforts
- Ability to work flexible hours.

### **AS Employment Responsibilities**

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
  - o 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.
  - o Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments,
  - o Being knowledgeable of the AS organization and its general operations,
  - o Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
  - o Working with supervisor and Personnel Director to revise and update position job description.
  - o 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.
  - o Developing and maintaining a legacy document as required by the AS Employment Policy.

### **Student Advocacy and Identity Resource Centers Responsibilities**

- Empower and support the Associated Students membership with information, activities, and peer education by:
  - o Maintaining 10 regular posted office hours for students to utilize office safe space, access resources, and seek peer education.

- o Providing unbiased, nonjudgmental, and accurate information and services to students.
  - o Maintaining up-to-date records and information of on and off campus services in order to provide effective referrals,
  - o Providing a confidential, safe, and inclusive space for students,
  - o Maintaining client confidentiality in conversations, written correspondence, and any other forms of communication
  - o Updating office libraries, magazine and journal subscriptions, and contacts for library cataloguing.
- Ensure the smooth, effective operations of the SAIRC by: -
    - o Attending weekly SAIRC staff meetings, office check-ins, and any additional departmental activities,
    - o Promoting teamwork and collaboration throughout all the SAIRC offices,
    - o Assisting with the coordination of activities, materials, and tabling schedules for SAIRC involvement in campus events such as VU Late Night, Red Square Info Fair, AS Job Fair, and the Campus Activities Showcase
    - o Establishing and maintaining active working relationships with other ROP team members.
- Create an atmosphere of inclusivity within the offices and programs by: -
    - o Portraying a diverse representation of media, images, etc. -
    - o Striving to include all gender identities and expressions within the office,
    - o Outreaching specifically to marginalized identities in the western community. -

### **Position Responsibilities**

- Ensure that all event publicity and office promotions are of the highest quality and are successful in reaching a broad target audience by: -
  - o Assisting each of the coordinators with maintaining an effective web and social media presence by sending out messages, keeping online info very up-to-date, and gaining an ever-growing number of online followers,
  - o Collaborating with coordinators and the Coordinator for Equity and Identity Resource Centers to implement assessment strategies and develop incentives for participation.
  - o Collaborating with coordinators to develop promotional material and items that serve to promote each office in general, and in a way that aligns with effective branding strategies,
  - o Serving as the primary coordinator of all events and services
  - o Submitting requests for publicity to the AS Publicity Center,
  - o Working with KUGS 89.3 FM to produce promotional spots and Public Service Announcements,
  - o Securing table tent and banner reservations when needed,
  - o Placing ads with various media outlets (e.g. What's Up!, Western Front, Facebook, etc).

- o Creating and submitting press release for events and services
- o Coordinating the effective use of sandwich boards and social media sites. -
- Ensure strong communication is maintained with the coordinators being served by this position by:
  - o Staying in near-constant communication with each of the coordinators in the centers in order to stay informed on the most recent promotional needs of each center and to provide valuable updates on the status of the promotional efforts of upcoming events,
  - o Developing a strong working relationship with the AS Publicity Center (PC) in order to be an effective liaison between SAIRC and the PC.
  - o Constantly trying to find creative new ways to generate interest in events among the student body,
  - o Serve as the AS communication committee representative
- Provide the most relevant and effective resources, outreach, and programming by:
  - o Developing and maintaining tracking systems in order to assess client use, frequently asked questions, concerns, office visits, and other usage statistics,
  - o Collecting and inputting office traffic forms.
  - o Collecting and inputting audience evaluations which should include demographics, promotion success, relevance, and success of the program in meeting needs of the student body, and other important statistics.
- Develop and enhance the teamwork, communication, and effectiveness of the SAIRC by:
  - o Attending all office meetings as scheduled.
  - o Establishing and maintaining an effective working relationship with all coordinators and centers,
  - o Planning short-and long-term goals for marketing of the SAIRC.
  - o Continually gathering feedback and data from participants of events and services. -
  - o Maintaining continual communication with all SAIRC. -
- Promote SAIRC centers events and services to the campus community by:
  - o Being aware of and posting events to appropriate calendars,
  - o Fostering and enhancing working relationships and communication with key campus organizations
  - o Publicizing and promoting SAIRC services, programs, and events pertinent to position purview through social media, Publicity Center requests, and other outlets.
- Foster working relationships with related campus and community resources by:
  - o Offering SAIRC centers guidance on accessing resources to strengthen their impact and development of community on campus.

- o Regularly communicating and/or co-sponsoring with appropriate organizations including, but not limited to, the Evergreen Wellness Advocates, Partners Promoting Equality, Western's Counseling Center, the Equal Opportunity Office, University Residences

**Wage**

Starting hourly wage of \$12.80.

**Reportage**

The Student Advocacy and Identity Resource Centers (SAIRC) Marketing and Assessment Coordinator reports directly to the Equity and Identity Resource Centers Coordinator.

**This job description is subject to change in accordance with the AS Employment Policy. The Associated Students is -  
an Equal Opportunity Employer. -**

**Revised January 2<sup>nd</sup> 2015 by motion ASB-15-W-3 -**