ASCSU Job Description
Associated Students of Colorado State University

Director of Marketing
Shall receive compensation of $7400 for fall/spring semesters and $800 for summer semester.

General Eligibility:
All applicants for the Director of Marketing Strategy shall be students enrolled in at least one (1) on-campus credit at Colorado State University and that are in good standing with ASCSU and CSU at the time of their appointment. They shall maintain this standing and enrollment status throughout their term of office. Applicants should have a GPA of 2.25 minimum, but 2.75 cumulative preferred.

General Responsibilities:
The ASCSU Director of Marketing Strategy is responsible for creating an effective ASCSU brand and media strategy that inform students about the purpose, functions, and programs of the organization. The Director of Marketing Strategy shall be the head of the Department of Marketing and will also oversee the maintenance of ASCSU’s website as well as the social media presence. It is important that the Director of Marketing Strategy is familiar with marketing/promotional concepts and practices, social media, and web development. The Director of Marketing Strategy is responsible for overseeing all marketing and media activities in a supervisory and strategic role.

Supervision:
The Director of Marketing Strategy is directly accountable to the Students of Colorado State University via the President of ASCSU, Vice President of ASCSU, the Chief of Staff of ASCSU, and the Deputy Chief of Staff of ASCSU.

Summer - Job Specific Tasks and Responsibilities:
• Is expected to work 10 hours a week during the summer period.
• Be ASCSU Procurement Card (P-Card) trained through the ShCe Office.
• Become familiar with current and incoming student demographics for purposeful marketing.
• Become familiar with CSU branding policy, CSU creative services, and COLAB.
• Collaborate with the Director of Finance to obtain annual purchase order from 4Imprint vendor for branded ASCSU materials.
• Develop the ASCSU website to the expectations of the Office of the President.
• Develop a comprehensive ASCSU media strategy for all branches in collaboration with the Deputy Director of Graphic Design to present to the President and to be implemented during the school year.
• Collaborate with Deputy Director of Graphic Design and Director of Traditions & Programs to plan out marketing campaign for fall events including Homecoming and Grill the Buffs.

Fall/Spring - Job Specific Tasks and Responsibilities:
• Contribute a minimum of 20 hours throughout the workweek, **10 hours of which are required inside the ASCSU Office.** Work as many extra hours need to fulfill job duties.
• Ensure the successful implementation of the ASCSU media strategy developed over the summer and approved by the President.
• Attend weekly Cabinet meetings on Wednesdays from 5:00-6:00 pm.
• Coordinate a weekly meeting with the members of the Department of Marketing (time TBD).
• Collaborate with and supervise the Deputy Director of Graphic Design to create purposeful promotional materials for ASCSU.
• Ensure timely promotion of ASCSU programs and events for all ASCSU departments/branches.
• Develop and consistently work to improve upon the ASCSU website as well as the brand overall.
• Collaborate with the Director of Campus Engagement and Senate Recruitment & Retention Officer to connect students with ASCSU.
• Collaborate with Director of Finance and requesting departments to determine who pays for marketing.
• Market all open ASCSU positions through appropriate mediums.
• Be knowledgeable of CSU Graphic Standards, CSU branding policy, CSU creative services, and COLAB.
• Other duties as assignment and/or required by the ASCSU Chief of Staff, Vice President, and President.

**General Tasks and Responsibilities:**
• Attend the mandatory ASCSU Fall Retreat on August 10th, 11th, and 12th as well as the mandatory ASCSU Spring Retreat (date TBD). Attend mandatory ASCSU Executive Cabinet Leadership Retreat on May 14th. Attend SLiCE P-Card training May 15th.
• Attend other mandatory trainings as directed
• Perform other tasks as assigned.
• Attend regular meetings with a member of the Office of the President.
• Maintain ASCSU’s social media presence.
• Maintain a work area that is professional and conducive to a pleasing work environment.
• Present a professional image of ASCSU both internally and externally.
• Be available to assist and support ASCSU Officials and the students of Colorado State University above and beyond the duties as described herein.
• Act in compliance with the expectations outlined in the ASCSU governing documents including the ASCSU Constitution, ASCSU Code of Ethics and Executive Bylaws.
• Follow all Colorado State University policies, including the Student Code of Conduct.
• Submit an electronic copy of weekly ASCSU Director Report including general report items, important dates, and other project information every Friday.
• Assist the President, Vice President, Chief of Staff, Director of Marketing Strategy, or Director of Graphic Design in any additional assigned tasks as necessary.

**Basic Qualifications:**
• Ability and interest to represent students of Colorado State University.
• Conduct oneself in a professional manner.
• Ability to work in a team based environment.
• Demonstrate excellent interpersonal skills.
• Possess strong oral and written communication skills.
• Ability to work independently, identify resources, and make independent decisions.
• Knowledge of Adobe Creative Suite strongly preferred.
• Willingness to develop supervisory skills.

ASCU and Colorado State University are equal opportunity employers. Positions, if offered, are pending ASCSU Senate Ratification and the results of a background check. Job Description subject to change.