

Job Title: Marketing & Digital Media

Department: Marketing & Digital Media

Compensation:

- Fall/Spring: 9,114.

Start Time:

- This position will begin working on June 1st, 2026 & ends May 31st 2027.
- Cabinet will not be required to do work during university sanctioned holidays & federally recognized holidays (e.g. labor day, MLK day, memorial day, etc.)

Hours:

- Summer: 3 hours.
- Fall/Spring: 15-20 hours

Job Description:

The ASCSU Director of Marketing is responsible for creating and maintaining an effective ASCSU brand and comprehensive media strategy that informs students about the purpose, functions, initiatives, and programs of the organization. The Director of Marketing shall serve as the head of the Department of Marketing and oversee the maintenance and strategic development of digital platforms, and social media presence. The Director of Marketing is responsible for supervising and coordinating all marketing and media activities in a strategic and leadership capacity. This includes overseeing the design, production, and distribution of ASCSU marketing merchandise and gear, as well as developing branded materials that reflect the organization's identity and values. Additionally, the Director shall collaborate with other ASCSU officials and departments to promote affiliated ASCSU Instagram accounts and communication channels, ensuring consistent messaging, cohesive branding, and expanded student outreach. It is essential that the Director of Marketing be knowledgeable in marketing and promotional concepts, social media strategy, branding practices, analytics, and web development, and demonstrate strong leadership and organizational oversight.

General Eligibility:

All applicants for the position of Director of Marketing & Digital Media shall be students enrolled in at least one 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. Candidates must have a GPA of 2.25 minimum unless they do not have a Colorado State GPA.

Preferred skills:

- Strong organizational and project management skills.
- Commitment to community-building and student-centered leadership.
- Ability and willingness to collaborate across departments and campus partners.
- Experience working in team-based leadership environments.
- Conduct oneself in a professional manner when representing ASCSU on and off-campus.
- Strong written and verbal communication skills.
- Ability to take initiative, problem-solve, and work independently.
- Experience supervising, mentoring, or supporting peers.
- Commitment to transparency and accountability to the student body.

Basic Qualifications:

- Demonstrated experience in marketing, communications, branding, graphic design, public relations, or a related field.
- Prior experience managing social media accounts, content calendars, or digital campaigns.
- Experience designing or overseeing branded materials, including merchandise, logos, or promotional graphics.
- Familiarity with design platforms such as Adobe Creative Suite, Canva, or similar tools.
- Experience collaborating with media organizations, publications, or marketing teams (e.g., The Collegian, RMSMC, or similar entities).
- Understanding of brand development and visual identity consistency.
- Ability to manage multiple projects, deadlines, and marketing rollouts simultaneously.

- Strong written communication skills for press releases, captions, and official statements.
- Demonstrated leadership or team coordination experience.
- Ability to represent ASCSU professionally in interactions with campus media and external partners.

Supervisions:

- The Director of Marketing and Communication is directly accountable to the Students of Colorado State University via the Chief of Staff

General Responsibilities:

- Develop and implement marketing, branding, and communication strategies that clearly represent ASCSU's mission, initiatives, and impact.
- Manage and maintain ASCSU's Instagram presence by creating informative, engaging, and timely posts about events, initiatives, and organizational updates.
- Ensure social media content remains clear, accessible, and student-centered.
- Design and oversee branded materials, including logos, merchandise, promotional graphics, and visual assets.
- Coordinate and conduct official ASCSU headshot sessions at the beginning of the academic year and maintain updated photography for Executive and Legislative members.
- Utilize design and editing platforms (e.g., Adobe Creative Suite, Canva, Lightroom, or similar tools) to produce high-quality visual content.
- Collaborate with campus media organizations such as The Collegian and Rocky Mountain Student Media (RMSMC) to promote ASCSU initiatives.
- Draft captions, press materials, and informational content that effectively communicate ASCSU activities.
- Manage multiple marketing campaigns and deadlines simultaneously while maintaining brand consistency.
- Coordinate marketing efforts across ASCSU departments to ensure cohesive messaging.
- Represent ASCSU professionally in all media and public-facing communications.

- Contribute a minimum of 15 hours per week, attend weekly Cabinet meetings and meetings with the Office of the President, complete weekly reports, and document all work hours through the approved time-tracking system.
- Advance and implement initiatives that center equity, transparency, and collective stewardship, ensuring ASCSU programming intentionally uplifts marginalized voices, strengthens shared governance, and builds meaningful community across identities at Colorado State University.

Project Management:

- Lead the creation, refinement, and implementation of ASCSU branding materials, including logo development, visual identity standards, and brand consistency guidelines.
- Manage and execute the ASCSU Instagram strategy, including creating informative and engaging posts about ASCSU initiatives, events, deadlines, and campus impact.
- Organize and conduct official ASCSU headshot sessions at the beginning of the academic year and maintain updated visual assets for Executive and Legislative members.

Collaboration:

- Work with ASCSU Cabinet members to align programming with broader Executive priorities.