

Job title: *ASWSU Global Director of Promotions*

Hours: *Minimum of 10 hours; Maximum of 15 hours a week*

ASWSU Global Mission and Values

Our mission is to develop and maintain a supportive leadership organization by serving as advocates for the WSU Global Campus degree-seeking students and their unique non-academic needs and interests through online promotion, WSU employee engagement, and ASWSUG resources.

It's our vision to advocate for and enrich the online learning experience of students located around the world. We provide the vibrant and thriving online Cougar community with in-person and virtual, social and personal enrichment events, students outreach opportunities, academic support services like financial grants, scholarships, and much more.

Job Description

The Director of Promotion executes all ASWSU Global marketing and graphic design projects. The Director of Promotions directly oversees the marketing efforts of ASWSU Global sponsored events, projects, and initiatives.

Duties and responsibilities

- Promote all Global campus student involvement programs and initiatives in conjunction with Global campus students, Directors, and departments.
- Manages ASWSU Global social media (Instagram, Facebook, Twitter, Discord, Reddit, etc.) engagement via Hootsuite and live interaction.
- Facilitate and operate all social media giveaways, in conjunction with the Director of Events and Logistics, to promote social media engagement.
- Creates all ASWSU Global promotional images, for the needs of the appropriate Directors, to market and promote events using Canva.
- Responsible for the creation of event related materials (sign up forms, event tiles, etc.) on the ASWSU Global [Presence page](#).
- Be proactive in gathering information about Director initiatives and events to promote on social media and in the newsletter.
- Work closely with the Director of Events and Logistics and the Director of Communications and Compliance to ensure the consistent communication, marketing, and promotional efforts are deployed across all ASWSU Global official communication channels. Assist in promotion of open student leader positions and student engagement opportunities in conjunction with appropriate Executive Board Directors.
- Maintain open channels of communication with all students and Directors.
- Attend all ASWSU Global sponsored events either in-person or virtual.



Campus & Community Engagement

- Communicate with President and Vice President about student comments and concerns that come to your attention pertaining to WSU Global campus.
- Be proactive in taking the initiative and actions to create and maintain social media campaigns to encourage student involvement and engagement.
- Create and deploy regular, on-time submissions to the WSU Global newsletter highlighting ASWSU Global's work to date, projects in progress, and upcoming events.
- Always represent WSU Global Campus in a positive and professional manner, both on and off campus, while serving as the ASWSU Global Director of Communication.
- Uphold and honor the Washington State University and ASWSU Global Mission Statements while serving as the ASWSU Global Director of Communications and Compliance.

Meeting Management & Committee Participation

- Attend all ASWSU Global Executive Board meetings and events, unless previously approved.
- Adhere to all the time requirements pertaining to office hours as specified in the Bylaws
- Provide concise Director report at each Executive Board meeting.
- Meet with President/Vice President on a monthly basis, or more when requested. Serve on committees within or outside of ASWSU Global, as appointed or requested by the President/Vice President.

Qualifications

- Currently enrolled S&A fee paying Global Campus student.
- Able to work and collaborate virtually, with minimal technical difficulties within reason.
- Maintain good academic and disciplinary stand with Washington State University for the duration of the term.
- Able to commit to a full term from April 2022 through May 2023.
- Willing to travel to in-person events and meetings.
- Possesses knowledge of leading and developing a team and maintaining relationships with leaders.
- Possesses excellent time management, communication, and interpersonal skills.
- Exhibits student leadership through the servant leadership model.
- Willing to be flexible with time commitments while maintaining a self-starter attitude.

