

Job title: ASWSU Global Director of Promotion  
Hours: Minimum 10 hours per week, maximum 15 hours per week.

### Job purpose

ASWSU Global serves as a representative body and voice between students and the faculty, staff, administration and the Washington State University community. ASWSUG's mission is to develop and maintain a supportive leadership organization while advocating for Washington State University Global Campus students and their unique needs and interests; design and facilitate events and informational services to all students; and provide opportunities for students to achieve fuller participation in our campus community through student involvement activities.

The Director of Promotion serves as the organizer and promoter of events using ASWSUG social media platforms. The Director of Promotions is also in charge of creating all promotional materials for our newsletter, social media, and swag items.

### Duties and responsibilities

- Create and run all online student involvement programs and initiatives in conjunction with students, directors, and departments.
- Maintain all swag inventory and manage all giveaway communications.
- Support ASWSUG Executive officers' initiatives and promotional ideas.
- Work with Director of Communications to create and distribute email content and webpage updates.
- Manages ASWSUG social media via Hootsuite to promote events, resources, student engagement, and any important information.  
Social media include, but not limited to: Instagram, Facebook, Twitter, Discord, Reddit, ect.

### Position Description

#### Campus & Community Engagement

- Represent and advocate for the needs of the entire ASWSUG student body to faculty, staff, administration, and other organizations or affiliated groups
- Work with Global Campus admin and students to increase awareness and engagement in an online and in-person environment.
- Take initiative and action to create and maintain social media campaigns to encourage student involvement and engagement.
- Maintain an inventory of prizes and assist in the ordering when needed.
- Gather information about director initiatives to promote on social media.
- Attend student involvement event opportunities for other campuses and global connections to promote AWSUG.

#### Meeting Management & Committee Participation

- Attend all Executive Board meetings.
- Meet with the President and Vice President once per month, or more as requested.
- Provide reports and updates at each executive board meeting.

#### Other

- Serve on committees as appointed or requested by the ASWSUG President/Vice President
- Represent ASWSUG in a positive and professional manner at all times.
- Uphold and honor the ASWSUG Mission and Vision Statements

#### Qualifications

- Must be able to travel to attend events and other meetings each semester.
- Must be an S&A fee paying enrolled Global Campus student.
- Must demonstrate experience working and collaborating virtually.
- Must be in good academic standing  
(minimum cumulative GPA of 2.5 at time of hire and for each semester while employed)
- Must have a demonstrated interest in student leadership.
- In good disciplinary standing with the University when appointed and for the duration of the employment period.
- A flexible schedule will be essential due to meeting schedules and event/program schedules during the academic year.
- Must be able to commit to a term until May 2022.
- Excellent communication and interpersonal skills
- Time management skills
- Self-starter and organization
- Digital marketing and graphic design are a plus