



JOB DESCRIPTION

Director of Marketing

The ASUW Director of Marketing serves as a member of the ASUW Executive Staff and reports to the ASUW President and the Chief of Staff. This position is appointed by the ASUW President, with the advice and consent of the Vice President and approval by the ASUW Intercession Oversight Committee. This is a paid hourly ASUW Executive Staff position. During the year (July 2024 through late April 2025) for which they serve, the ASUW Director of Marketing will receive \$13.00 per hour, 20 hours per week (6 hours per week for the months of July and August).

Minimum Qualifications

- Must be a student enrolled in at least 6 credit hours at the University of Wyoming throughout the term of employment.
- Must meet university mandated GPA requirements (2.0 for most majors).

Desired Qualifications

- Knowledge of effective institutional marketing.
- Experience in social media marketing.
- Graphic design, photography and videography experience.
- Excellent written communication skills.
- Knowledge or willingness to learn Canva or other design software.

General Responsibilities

As a member of the ASUW Executive Staff, the ASUW Director of Marketing shall:

1. Collaborate with the ASUW President and Vice President on advancing their platforms and marketing projects across ASUW and campus.
2. Report to and work with the Chief of Staff to accomplish marketing objectives.
3. Contribute to a positive atmosphere within ASUW through direct communication, interpersonal professionalism, and genuine relationships.
4. Conduct oneself in a professional and respectable manner.

5. Publicly support the agenda and mission of the ASUW Student Government and Executive Branch.

Specific Responsibilities

- Publicize ASUW's accomplishments, current projects, events, and other necessary information on a consistent basis through social media platforms, list serves, institutional marketing, etc.
- Create and maintain a consistent brand for ASUW on all formal publications
- Ensure that all ASUW materials meet graphic standards as outlined by the University.
- Create ASUW promotional materials such as posters, pamphlets, signs, etc.
- Work with student organizations and other campus organizations to assist in marketing for their events and initiatives.
- Design all merchandise/swag for ASUW and other relevant parties.
- Work with Institutional Marketing to promote ASUW through University of Wyoming Social Media Accounts
- Serve as an ex-officio on University or Senate committees as determined by the ASUW President or the ASUW Vice President, respectively.
- Email bi-weekly communications updates for the ASUW Senate to the Chief of Staff.
- Participation in any mandatory ASUW orientation or onboarding meetings.
- Attend ASUW Executive Staff meetings.
- Meet individually with the ASUW Chief of Staff weekly to discuss and report on projects and goals.
- Meet individually with the ASUW President when necessary to discuss and report on projects and goals.
- Work very closely with the ASUW Director of Student Outreach to serve as a core "Student Outreach and Marketing Team".
- Fulfill other responsibilities as assigned

ASUW Student Government
Dept. 3625; Room 020, Wyoming Union
1000 E. University Avenue Laramie, WY
82071

Phone: 307.766.5204
Fax: 307.766.3762
asuwgov@uwyo.edu

Director of Marketing Application

This application should be used to apply for ASUW Executive Staff positions. Please submit applications as soon as possible, ideally by Wednesday, May 29th, 2024 at 11:59pm. Any questions regarding the application and/or hiring process should be emailed to asuwpres@uwyo.edu and asuwvp@uwyo.edu.

Name: _____ W#: _____

Phone Number: _____ Email Address: _____

Class Standing: _____ Major: _____

Cumulative GPA: _____ Hours Currently Enrolled in: _____

How many hours per week are you willing to serve: _____

Attach to this Application:

1. Resume
2. Cover Letter detailing the following:
 - a. Why are you interested in the position and serving in the ASUW Student Government?
 - b. What marketing strategies do you believe work best?
3. Examples of your previous marketing materials. You may include as much of your work in the portfolio as you like.

I hereby grant the UW Dean of Students Office permission to provide verification of my grade point average, hours carried, and the lack of any judicial record the ASUW Advisor to ensure that the ASUW Constitutional requirements are not violated. This release remains in effect as long as I serve as an appointed member of ASUW at the University of Wyoming. (Members of the ASUW shall not be eligible to serve as a representative of the ASUW Executive, Legislative, or Judicial branches if they have committed acts which compromise their integrity as a student leader and representative of the ASUW or on conduct probation through the Dean of Students office).

Signature: _____

Date: _____

Interviews for qualified applicants will be conducted following the preferred application deadline.

Please email the cover letter, resume, and this application sheet to asuwpres@uwyo.edu and asuwvp@uwyo.edu.

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