



## JOB DESCRIPTION

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### *Director of Student Outreach*

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The ASUW Director of Student Outreach serves as a member of the ASUW Student Government Executive Staff and reports to the ASUW President and ASUW Chief of Staff. This position is appointed by the ASUW President, with the advice and consent of the Vice President and approval by the Intersession Oversight Committee. The primary role of this position is to organize and conduct outreach on behalf of ASUW to all students. 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 Student Outreach will receive \$13.00 per hour, 15 hours per week (6 hours per week for the months of July and August).

### **Minimum Qualifications**

- Must be an enrolled student at the University of Wyoming throughout the term of employment. The student must take at least 6 credit hours per semester.
- Currently have a cumulative GPA of no less than the university mandated minimum GPA to graduate in their current major, and maintain that minimum throughout the term of employment. For most majors, this is a 2.0.

### **Desired Qualifications**

- Excellent written, verbal, and interpersonal communication skills.
- Flexibility and multi-tasking skills, with the ability to respond to changing ad-hoc requirements and projects throughout the position.
- Ability to work well with others and collaborate as part of a team.
- Excellent written, verbal, and interpersonal communication skills.
- Experience with event planning or outreach.

### **General Responsibilities**

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

- 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
- Attend ASUW Senate Meetings, at the discretion of the ASUW President and Vice President, and provide a weekly electronic report for those meetings
- Attend ASUW Executive Staff meetings
- Participate in the mandatory ASUW orientations
- Conduct oneself in a professional and respectable manner
- Publicly support the agenda and mission of the ASUW Student Government and Executive Branch, and weigh in on the creation of this agenda and mission

### **Specific Responsibilities**

- Develop and update all ASUW publications, pamphlets, and forms to present a consistent theme and image for ASUW.
- Write all ASUW communications, pamphlets, website, and emails then work with the Director of Marketing to ensure they are aesthetically pleasing and well-communicated.
- Maintain the ASUW WyoCourses Canvas page in coordination with the ASUW Office Associate and look for ways to further engage students on the platform.
- Coordinate outreach and collaboration for ASUW with other stakeholders across campus and in other communities. Develop and maintain positive professional working relationships with these stakeholders
- Create and develop an institutional plan to consistently advance ASUW's student outreach as part of the ASUW Marketing Team.
- Twice yearly, create and distribute an ASUW Student Issues Survey, working in coordination with other members of the executive team, to ensure student opinion is being represented on important issues.
- Work with institutional marketing to advance ASUW's outreach strategies.
- Work very closely with the ASUW Director of Marketing to serve as a core "Student Outreach and Marketing Team".
- Serve as an ex-officio on Senate committees as determined by the ASUW Vice President.
- Fulfill other responsibilities as assigned.

ASUW Student Government  
Dept. 3625; Room 020, Wyoming Union  
1000 E. University Avenue Laramie, WY  
[asuwgov@uwyo.edu](mailto:asuwgov@uwyo.edu)  
82071

Phone: 307.766.5204  
Fax: 307.766.3762

## Director of Student Outreach

This application should be used to apply for ASUW Executive Staff positions. Please submit applications before or on Wednesday, May 29<sup>th</sup>, 2024 at 11:59pm. Any questions regarding the application and/or hiring process should be emailed to [asuwpres@uwyo.edu](mailto:asuwpres@uwyo.edu).

Name: \_\_\_\_\_ W#:

Phone: \_\_\_\_\_ Email Address:

Class Standing: \_\_\_\_\_ Major:

Cumulative GPA: \_\_\_\_\_ Hours Currently Enrolled in:

Attach to this Application:

1. A cover letter which details the following:
  - a. Why you are interested in the position and serving in the ASUW Student Government.
  - b. Experience and/or education which qualifies you for this position.
  - c. How would you explain the relevance/importance of ASUW to students.
  - d. A specific project or event to outreach to students.
  - e. A personal project you would like to pursue as part of the role.
  - f. Any other ideas or projects you would like to be a part of in the 112<sup>th</sup> ASUW Administration.
  - g. Any other information you would like to relay in your application.
2. Resume
3. Two references. They do not need to provide a letter of recommendation, only to speak to your skills if contacted.

How many hours per week would you be willing to serve in this position?

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

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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 a Cover Letter, Resume and this application sheet electronically to [asuwpres@uwyo.edu](mailto:asuwpres@uwyo.edu)