



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. This position is appointed by the ASUW President, with the advice and consent of the Vice President and approval by the ASUW Senate. This is a paid ASUW Executive Staff position with monthly compensation determined by the ASUW Senate. During the year (June through April) for which they serve, the ASUW Director of Marketing will receive \$8.50 per hour, 20 hours per week (15 hours per week for the months of June-August), 4 weeks per month, for up to 12 months, but no less than 8 months. It is highly encouraged the Director of Marketing be available to work during the summer months as well. A college applicable internship for this position may also be available to qualifying students. Internship requirements must be completed in addition to the responsibilities outlined below.

Minimum Qualifications

- Must be an enrolled student of the University of Wyoming throughout the term of employment
- 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

Desired Qualifications

- Experience in social media marketing
- Graphic design, photography and videography experience
- Excellent written, verbal, and interpersonal communication skills
- Collaborative, proactive and detail oriented person
- Knowledge of effective institutional marketing

General Responsibilities

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

- Meet individually with the ASUW Chief of Staff bi-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 (or designee), and provide a weekly electronic report for those meetings
- Attend ASUW Executive Staff meetings
- Participate in the mandatory ASUW Executive retreat

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



Phone: 307.766.5204

Fax: 307.766.3762

- Participate in ASUW Student Government retreats
- Conduct oneself in a professional and respectable manner
- Publicly support the agenda and mission of the ASUW Student Government and Executive Branch

Specific Responsibilities

- Market ASUW programs and events on a consistent basis through social media platforms, list serves, institutional marketing, and other avenues
- Create and post Student Right to Know weekly on all social media platforms
- Develop and update all ASUW publications, pamphlets and forms
- Develop and update the ASUW website, digital signs, online social media pages, and promotional videos
- Create and maintain a consistent brand for ASUW on all formal publications
- Collect photographic documentation for ASUW, its programs, and events
- Create posters and other promotional materials as needed for all ASUW branches, programs, and services
- Ensure that all ASUW materials meet graphic standards as outlined by the University
- Work with student organizations to help produce marketing materials for their events and initiatives
- Coordinate and collaborate with campus organizations, programs, and student organizations on advertising each other's events
- Serve as an ex-officio on Senate committees as determined by the ASUW Vice President
- Fulfill other responsibilities as assigned