**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 hourly ASUW Executive Staff position. During the year (early June through late April) for which they serve, the ASUW Director of Marketing will receive $10.00 per hour, 20 hours per week (15 hours per week for the months of June-August), 4 weeks per month. The Director of Marketing should 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**.**
* 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:

* 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 (or designee), and provide a weekly verbal report for those meetings.
* Attend ASUW Executive Staff meetings.
* Participate in the two day long mandatory ASUW Executive retreat.
* 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, update, and run 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.

**Director of Marketing Application**

This application should be used to apply for ASUW Executive Staff positions. Please submit applications before Friday, May 28th. Applications will be accepted after May 28th until the position is filled. Email questions regarding the application and/or hiring process to [asuwgov@uwyo.edu](mailto:asuwgov@uwyo.edu).

Name: W#:

Phone: Email Address:

Class Standing: Major:

Cumulative GPA: Hours Currently Enrolled in:

Attach to this Application:

1. A cover letter that details the following.

a. Why you are interested in the position.

b. Specific experience or education that qualifies you for the particular position.

c. Specific ideas that you have to market ASUW in 2021-2022 school year.

d. Any other special abilities which may be beneficial to ASUW Student Government.

2. Resume

3. A brief portfolio of your work. This can take the form of graphic design, videography, photography, etc. You may include as much of your work in the portfolio as you like.

4. Two references. They do not need to provide a letter of recommendation, only to speak to your skills when 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 to 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 a Cover Letter, Resume and this application sheet electronically to [asuwgov@uwyo.edu](mailto:asuwgov@uwyo.edu).