



Associated Students of Sonoma State University AS Marketing Coordinator

The AS Marketing Coordinator, under the direction of the AS Executive Director, works with students and staff in a variety of settings including, but not limited to, the marketing and social media of community service and volunteerism, Basic Needs, leadership, student government, student organizations, and student life. The coordinator is an employee of the Associated Students of Sonoma State University (AS), the university student government and a student run auxiliary corporation. The AS is a \$2.3 million auxiliary corporation that is charged with providing student voice and a variety of co-curricular elements, including community service and volunteerism activities, campus programming, leadership development and student support services. The incumbent is responsible for developing and executing marketing, communication, social media, and public affairs initiatives to support, in all capacities, the programs and services of the corporation. The incumbent works collaboratively with the other staff to coordinate and implement a comprehensive, purposeful marketing and communication strategy and operation.

The incumbent is responsible for working independently, as well as collaboratively, with the AS leadership and staff team(s) to fulfill the day to day needs of the corporation including but not limited to, research, marketing, branding, websites, graphics, public relations, social media strategy, email and video marketing, and overseeing marketing, communication, and public relations plans.

External to AS, the incumbent works collaboratively with other marketing and communication offices including Seawolf Living and Strategic Communications.

Major duties of the position include, but are not limited to, the following:

- Promote the mission of the Associated Students, and the University.
- Develop and execute comprehensive marketing and communication plans based on the strategic plan for the Associated Students and its programs and services. Adhere to communications and brand strategies to bring brands to life through a variety of channels including but not limited to digital, print, web, email, social and video.
- Develop and coordinate operational calendars and assures all deliverables are met by deadlines.
- Collaborate with internal stakeholders, vendor partners, and university partners.
- Research, evaluate and implement new and traditional marketing processes to create the most effective marketing mix possible.
- In coordination with the Executive Director, recruits, hires, trains, and reviews performance of student assistants.
- Research, evaluate and advise on creative strategies for advertising in support of marketing and communication objectives.
- Develop systems for measuring metrics for each goal and campaign. Conduct and provide analysis reports of marketing and communication efforts to determine effectiveness and ROI. In addition to data analysis provide statistical and financial reports. Conduct market research including competitive benchmarking, and analyze campaign/program/service/event effectiveness used to inform decisions regarding strategic marketing direction, product segmentation and customer targeting.
- Coordinate integration of offline marketing activities into social media campaigns.
- Oversee the development of social networking opportunities and plans to enhance marketing and communication. Ensure consistency of messaging and voice across all social media platforms.
- Oversee design and production of marketing and communication materials from inception to deployment.
- Research and identify the most cost-effective solutions for collateral production while working with vendors to assure items are produced to departmental standards.
- Coordinate promotions including selecting and ordering promotional items and oversee the production and delivery of promotional items.
- Engage student community to determine trends and unmet needs and create and implement marketing strategies to better serve the students of the university.

- Coordinate website design and maintenance and align web design standards to university web standards.
- Plan, prepare and present training(s) and in-services for the leadership and members of chartered student organizations on community service & volunteerism, basic needs, and utilizing AS services and programs to augment and assist their clubs.
- Serve on campus wide committees and advisory boards.
- Collaborate with campus student life partners to develop and encourage and active and learning centered campus co-curriculum.
- Serve as a member of the AS Professional Staff group.
- Coordinate or help facilitate University special events and/or projects.
- Perform other related duties as assigned by the AS Executive Director.

Duties take place primarily in an office setting located at Sonoma State University, however may include working indoors and outdoors when necessary to support the department. The normal work schedule is Monday through Friday aligned with regular campus hours. As an exempt employee you have some flexibility in your schedule, however, you must be available during the regular campus hours Monday through Friday to meet the operational needs of the campus and department. Your specific start time is determined by your Appropriate Administrator. Evening and weekend hours may be required and will be specified only by the supervisor to meet operational needs. The incumbent must maintain regular and acceptable attendance, as is determined by the Appropriate Administrator. The position may require occasional travel, by automobile and airplane, and the incumbent must be able to work some night and weekend hours with overnight stays.

Minimum Qualifications: Equivalent to graduation from a four-year college or university in Business Administration/Marketing or a related field, along with two or more years marketing experience, with proven experience in marketing and communications initiatives highly preferred. Higher education experience highly preferred. Strong computer skills including, but not limited to, proficiency with Microsoft Office (Word, Excel and PowerPoint) and experience using the internet as a research tool. Intermediate skills with desktop publishing software (such as InDesign, Photoshop, Illustrator, Acrobat Pro) required, along with thorough knowledge of and ability to use effectively media outlets (Facebook, Twitter, Instagram, YouTube, Buffer, Sprout Social), and website content management systems (Dreamweaver and Drupal).

This position also requires the following abilities:

- Ability to making brand and marketing decisions based on analytics and trend data; create marketing proposals.
- Demonstrated ability of social media skills and a thorough knowledge of and the ability to use "social networking speak" and online jargon in a correct and authentic manner.
- Knowledge of unique web communication strategies and formats.
- Knowledge of the fundamentals of public affairs and/or media relations, and exposure to marketing and marketing research.
- Experience in creating effective video marketing campaigns.
- Experience with digital, print, web, social media and email marketing.
- Knowledge of communication, public affairs, media and marketing theories and concepts to develop and execute communication strategies and plans to promote and position the corporation.
- Demonstrated project management skills, highly organized and able to prioritize and manage multiple deadlines while staying focused on attention to detail.
- Demonstrated experience with planning marketing and communication campaigns, data management, website maintenance and social media.
- Ability to provide lead work direction and convey skills to student staff.
- Demonstrated ability to work independently as well as collaboratively with a team.
- Ability to understand issues from a broad, strategic perspective, solve, and develop solutions.
- Knowledge of applicable copyright and other laws pertaining to publications and the media.
- Ability to effectively manage media relations and apply effective media strategies and techniques.
- Knowledge and experience with marketing and research techniques and methods, as well as the ability to use market research to enhance the impact of communication strategies and campaigns.
- Ability to analyze complex situations accurately and adopt corrective courses of action.
- Ability to recognize multicultural, multisexed, multi-ability and multi-aged value systems and work accordingly.

- Demonstrated excellence in oral and written communication, as well as making verbal and written presentations.
- Ability to carry out a variety of professionally complex assignments with little day to day oversight and as a collaborative team member.
- Ability to set and follow boundaries in working closely with students and student groups.
- Ability to interpret and apply program rules and regulations.
- Ability to use initiative and resourcefulness in planning work and implementing long-range planning improvements.
- Ability to be flexible in a rapidly changing environment where constructive feedback from others and working with multiple ideas and approaches is encouraged.
- Demonstrated conflict resolution and mediation skills.
- Strong ability to organize, prioritize and multitask in a timely manner.
- Ability to quickly and willingly learn new computer programs.

Must have the ability to effectively communicate with all levels within the auxiliary and the university and establish and maintain productive and effective, inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and other internal and external constituents. Must be able to accept constructive feedback and work cooperatively in group situations.

Salary and Benefits: Starting salary placement depends on qualifications, experience and salary budget, and will not exceed \$3,515 a month.

Application Deadline

This position is open until filled. For full consideration, please submit a cover letter and curriculum vitae or resume to hr@sonoma.edu, by 8 am on Tuesday, May 11.

Materials submitted with your application will not be returned. The ADA Coordinator is available, at 707/664-2664, to assist individuals with disabilities in need of accommodation during the hiring process. Visit [Employment at Associated Students](#) for more information.