



**EMPLOYMENT OPPORTUNITY**  
Associated Students  
at Sacramento State  
**Associate Director**  
**Student Engagement and Outreach**

**SUMMARY:** The Associate Director will assist with managing and delivering programming for the department of Student Engagement and Outreach (SEO) at Associated Students, Inc. at Sacramento State. The Associate Director is responsible for ASI outreach, communication, website development, social media, and graphic design. The Associate Director will also assist with staff management within SEO programs and provide direct support to the SEO Director.

**Start Date:** Upon Hire  
**Time Base:** Full time, Exempt, Benefits  
**Application Deadline:** Open until position is filled  
**Compensation:** 47,476.00 - 50,000.00 DOE

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Plan and direct the development and communication of informational resources (i.e. newsletters, brochures, promotional items, A-frames, flyers, LCD displays, etc.) designed to keep the campus community informed of the activities and programs of the ASI.
- Assist in planning major ASI activities and special events that promote ASI's visibility and positive public image. Develop and manage a promotional program specific to ASI A-Team events that strive to increase opportunities for student engagement.
- Oversee the ASI A-Team outreach staff, inclusive of recruitment, selection, training and supervision, consisting of 6 part-time student employees who specialize in graphic design and public relations.
- In collaboration with the ASI IT Manager, update and maintain the ASI website.
- Develop and implement an annual campus outreach plan, identifying goals and measuring success.
- Directly supervise the Student Services Coordinator, with indirect supervision of KSSU Radio core staff and Safe Rides coordinators.
- Maintain, update, and enforce policies and procedures. Ensure ASI's compliance as it relates to copyright infringement and royalty sharing with outside producers and distributors. Seek legal counsel when necessary.
- Develop and maintain strong vendor relationships. Negotiate contracts as required.
- Support the ASI Board of Directors in navigating their strategic priorities by working with the student relations committee to survey the student body on important issues.
- Participate as a member of ASI Election Planning Group, overseeing the outreach and marketing plan to encourage students to vote and get engaged in the student government electoral process.
- Oversee the development of a yearly annual report for the organization.
- Advise and support, as needed, any staff in other ASI departments who perform outreach, or graphic design work as part of their job duties.
- Develop, manage, and evaluate the annual budget for the SEO Outreach program. This includes preparation of future budgets, meeting established deadlines, and advising management of budget related issues.
- In conjunction with the Student Services Coordinator, assist with the development and management of the annual budget for KSSU and Safe Rides budgets.
- Other duties may be assigned

**CORE COMPETENCIES**

- Exceptional customer service skills
- Attention to detail a must
- Ability to communicate effectively both verbally and in writing with staff, employees and public
- Good analytical, strategic and problem-solving skills
- Ability to follow oral and written instructions
- Strong organizational and time management skills
- Success in planning, organizing, and coordinating programs and activities
- Cooperative working relationships with students, staff and university administrators.

**MINIMUM QUALIFICATIONS**

- Bachelor's degree in public relations, communications, or related area

- Three to five years related professional experience in outreach, engagement, public relations or student services, preferably for a non-profit or educational organization
- Minimum two (2) years supervisory experience
- Experience in budgeting, fiscal management and reporting
- Knowledge of Microsoft Word, Excel, Outlook, Power Point on both PC and Mac platforms
- Knowledge of design software – Adobe Illustrator, InDesign, Photoshop, Dreamweaver, After Effects
- Proven previous experience creating marketing/public relations materials such as flyers, brochures, newsletters, etc.
- Proven ability to manage multiple complex and detail-oriented projects

**PREFERRED QUALIFICATIONS**

- Experience working in an educational environment, preferably in student affairs
- Experience in strategic development, implementation and assessment
- Previous experience working with offset printing vendors

**How to Apply**

**\*To apply please submit a cover letter and resume by any of the following means. A cover a letter and resume is required to be considered for this position.\***

By Mail	By Fax	By Email
ATTN: Reuben Greenwald	ATTN: Reuben Greenwald	Reuben Greenwald
6000 J Street	(916) 278- 6278	reuben.greenwald@csus.edu
Sacramento, CA 95819-6138		

Associated Students is a nonprofit corporation and an auxiliary organization of California State University, Sacramento providing a wide range of programs and services to the students of CSUS. Therefore, **ASI employees are not state employees.**

**Associated Students is an Equal Opportunity employer.**

[www.asi.csus.edu](http://www.asi.csus.edu)

**Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act Statement**

In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, California State University, Sacramento has made crime statistics available on-line at [www.csus.edu/police/cleryact.htm](http://www.csus.edu/police/cleryact.htm)