

ASG EXECUTIVE OFFICER JOB DESCRIPTIONS

Position: ASG Public Relations

Pay: \$17 per hour – 12 hours weekly

Basic Functions: ASG Public Relations officer is responsible for the production of CLA publications, with the goal of promoting campus life and activities within the college community.

Specific Duties and Responsibilities

- a. Create marketing materials (flyers, etc.) for Campus Life and Activities and its subsidiaries
- b. Assist ASG Executives with flyer production for events and distribute posters on campuses as needed/requested
- c. Organize and oversee all ASG media relations, advertisements, posters, etc.
- d. Market and promote all ASG programs and services through various mediums
- e. Learn and follow accessibility standards for all published communications
- f. Advise and inform ASG on media matters
- g. Photograph ASG and club activities and events
- h. Provide reports on progress of PR projects at ASG meetings
- i. Work with the Event Coordinator to ensure all student life activities are well advertised through all mediums
- j. Develop PR strategies and campaigns
- k. Collect and review *Graphic Design Request Forms* and complete requests

Requirements of every ASG Officer:

- Show up to work on time and work all of your scheduled shifts
- Check your ASG email at the start of each workday
- Attend the General Assembly, Executive and President's meetings
- Attend monthly 1-on-1's with the ASG Advisor
- Initiate and complete one major project per year
- Actively serve on councils and committees as assigned and report on them at Executive meetings
- Turn in unofficial transcripts and schedules during the first week of each new quarter
- Actively recruit a potential successor for your position
- Perform classroom visits with VP's as needed/requested
- Attend and assist with New Student Orientation
- Chair committees as requested/needed
- Participate in all ASG events
- Attend summer training and CUSP Student Leadership Conference
- Review meeting minutes prior to upcoming meetings
- Help other ASG executives as needed
- Archive your work in the form of a legacy folder