

## ASG EXECUTIVE OFFICER JOB DESCRIPTIONS

### **Position: ASG Public Relations**

**Pay:** \$14 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:**

- Check your ASG email daily
- 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
- Complete a minimum of 10 hours in the ASG office per week, and attend all scheduled hours
- Turn in unofficial transcripts and schedules during the first week of each new quarter
- Recruit 3 new ASG applicants per year
- Perform classroom visits with VP's as needed/requested
- Attend and assist with New Student Orientation
- Chair committees as requested/needed
- Participate in ASG BBQ and all other 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