

JOB TITLE: Associated Students of Centralia College Coordinator for Social Media and Publicity

RESPONSIBLE TO: The Associated Students of Centralia College, the Associated Students of Centralia College President, the Director of Student Life & Involvement and Assistant Director of Student Life.

GENERAL DESCRIPTION: The Coordinator for Social Media and Publicity is a voting member of the Associated Student Governing Board. This position's primary responsibility is to create a social media presents of ASCC activities and other visible promotions.

SPECIFIC RESPONSIBILITIES:

Serve on the Marketing and Recruitment Team (MART).

Serve on the Sports Hall of Fame Selection Committee.

Ensure that other students appointed to student policy council attend meetings. Keep ASCC Vice President up to date on student appointee attendance.

Design Toilet Talks and coordinate distribution along with regular posting of materials.

Be the student lead of Spring Fest.

Serve as the liaison to the drama productions. Meet with the coordinator of drama productions once a quarter and report on events and issues to the Student Governing Board.

Create a visibility on campus about the student governing board.

Be responsible for the promotion of the student governing board operations and events as well as the promotion of other events of student interest or concern.

Design and produce publications using Adobe Creative Suite programs such as Photoshop, Illustrator, InDesign and Canva.

Update Blazer Bill social network profiles with current events and photos as assigned.

Design, prepare, and produce promotional materials as requested by the various organizations within or affiliated with the ASCC and director by the student governing board advisor(s).

Manage all social media posts via Facebook, Instagram, Twitter and Snap Chat.

Create inclusive and high-quality social media content.

Increase social media followers by outreaching to diverse students, via tabling, visiting clubs/orgs. and more.

Establish and coordinate social media liaisons with other teams to highlight club leaders, Inter Club Council events and more.

Assist in all aspects of Student Life and Involvement.