# Community Engagement Officer: Outreach & Marketing

<table>
<thead>
<tr>
<th>Full or Part Time:</th>
<th>12-15 hours per week</th>
</tr>
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<tbody>
<tr>
<td>FLSA Status:</td>
<td>Full Time</td>
</tr>
<tr>
<td>Duration:</td>
<td>August 2020-June 2021</td>
</tr>
<tr>
<td>Salary:</td>
<td>$13.75 per hour</td>
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**Position Summary:**

Community Engagement Officers (CEOs) promote Kodiak spirit and sense of belonging on campus through outreach to the Cascadia student body about programs and activities, and by building connections between students and opportunities for involvement. CEOs also serve as ambassadors to incoming and first-year students by participating in various recruitment and retention activities and by providing campus tours. CEOs manage campus-wide communications and marketing for co-curricular events, programs, and activities sponsored by the Office of Student Life, the Events & Advocacy Board, and a variety of student clubs. CEOs also manage and promote appearances by Kody the Kodiak, Cascadia’s mascot.

**Typical Essential Duties:**

(These duties are a representative sample; position assignments may vary.)

1. Market Student Life events/programs via distribution of posters, flyers, sandwich boards, and TP Times newsletters. Create and manage bulletin boards and calendars to advertise opportunities for student involvement. **Weekly 40%**
2. Manage communication between Student Life and campus partners: i.e. compile and edit newsletter content, schedule volunteers for campus tours and mascot appearances, network with clubs about ways we can partner with and promote them. **Weekly 25%**
3. Outreach to students directly though in-person tabling, mobile-marketing, promotional events, and mascot appearances. **Weekly 25%**
4. Act as student ambassadors for visiting students and job applicants by leading campus tours and speaking on student panels. **Monthly 10%**

**Position Description:**

- Be responsible for developing marketing and advertising campaigns associated with all upcoming events and programs for the Office of Student Life and all organizations therein through social and print media
- Research and implement outreach opportunities with an emphasis on getting more students involved on campus
- Distribute weekly print newsletter TP Times
- Maintain club info and events calendar bulletin boards with regular updates
- Compile comprehensive and accurate list of announcements each week for weekly newsletter content
- Maintain schedule of campus tour requests and schedule available student tour guides
- Engage with students personally through regular mobile-marketing, tabling, and promotional events
- Market and manage public appearances by Kody the Kodiak
- Reach out to student clubs to help them promote their meetings and activities; participate in semi-weekly Club Council meetings
- Collaborate with Cascadia Student Government, UWB Campus Events Board, other UWB programming entities, and community partners
- Utilize student feedback to adapt marketing efforts to new/different approaches
- Assist with the planning and implementation of Jumpstart Orientation each quarter
- Assist with recruitment efforts as organized by the Office of College Relations Enrollment Services
- Provide tours of the campus throughout the year to prospective students and employees
- Schedule and attend weekly meetings with the Student Life Advisor
- Assist the Director of Student Life and the Student Life Advisor with student leader recruitment efforts
- Maintain a minimum of ten (10) hours of work per week while ensuring that all work is completed
- Schedule five (5) hours of publicly posted office hours per week during each of the fall, winter, and spring quarters; exceptions are allowed during finals week, and in exceptional circumstances with 24-hours written notice
- Represent Cascadia College in a positive and professional manner at all times, both on and off campus, while serving as a Community Engagement Officer
- Uphold and honor the Cascadia College, Office of Student Life, and CSG Mission Statements while serving as a Community Engagement Officer

**Training and Experience:**

- 12-15 hours per week
- August 2020-June 2021
- $13.75 per hour
- Full or Part Time
- Supervising Position: Student Life Advisor
- Union Representation: None
(positions in this class typically require)

Minimum Qualifications:
- Must be in good academic standing (minimum cumulative GPA of 2.5 and for each quarter while employed)
- Must be enrolled in at least 6 credits each quarter while employed
- Must have a demonstrated interest in student leadership and marketing
- A flexible schedule will be essential due to meeting schedules and event/program schedules during the academic year
- Ability to represent Student Life to other campus student organizations with which the Student Life program collaborates/cooperates
- In good disciplinary standing with the College when appointed and for the duration of the employment period
- Must understand, support and articulate [through words and deeds] the Cascadia Mission Statement.

Knowledge (position requirements at entry)
Knowledge of:
- English language, grammar, and punctuation
- Customer service principles

Skills & Abilities (position requirements at entry)
Skill/Ability in:
- Self-motivated and able to work independently with nominal supervision
- Highly organized with strong time management skills
- Excellent communication skills
- Ability to motivate others
- Managing and executing multiple tasks
- Creativity and interest in trying new ideas
- Providing strong customer service
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information accurately
- Using computers and related software applications

Physical Requirements

NOTE
The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the College.