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 provide promotion and marketing for events and activities sponsored by the Office of Student Life. These include the Events & Advocacy Board, student clubs, and other student fee funded groups. CEOs also participate in various recruitment and retention activities throughout the year, such as new student orientations, high school visit events, and campus tours. CEOs also manage and promote appearances by Kody the Kodiak, Cascadia’s mascot.

Digital Engagement CEO

- Develop marketing and advertising campaigns for upcoming events and programs hosted by the Office of Student Life, EAB, Kodiak Cave, and student clubs through social and print media
- Research and implement outreach opportunities with an emphasis on getting more students involved on campus
- Engage with students personally through regular mobile-marketing, tabling, and promotional events
- Maintain social media feeds with frequent, relevant, trendy, and visually-engaging content
  - Manage and create original content (video, motion-graphics, and animated content) for @Cascadia_Kodiaks on Instagram and Cascadia Student Life Facebook accounts
  - Consult and collaborate regularly with EAB on social media strategies for upcoming events
  - Create original video content for social media and Kody’s Weekly email newsletter
  - Take photos and videos at events
  - Take lead in growing student followers and engagement with digital content
- Collaborate with the Events and Advocacy Board (EAB), Kodiak Cave, Student Life Professional Staff, student fee funded groups, student clubs/organizations, and UWB Campus Events Board
- Skills/knowledge required at entry of position:
  - Experience with Adobe Photoshop, Illustrator, iMovie, Adobe Premiere Pro, and other video editing software or programs
  - Skills in photography, videography, drawing, and other artistic media are valuable as well

Graphic Arts CEOs

- Design and develop marketing and advertising materials associated with all upcoming events and programs for the Office of Student Life including EAB, Kodiak Cave, Student Life Professional Staff, student fee funded groups, and student clubs/organizations by using social and print media
  - Including the creation of posters, logos, stickers, social media posts, etc.
- Collaborate with the Outreach and Marketing CEOs as well as the Digital Engagement CEO on promotional campaigns and events
- Assist the Digital Engagement CEO by designing social media ready versions of event posters and other digital content
- Collaborate with the Events and Advocacy Board (EAB), Kodiak Cave, Student Life Professional Staff, student fee funded groups, student clubs/organizations, and UWB Campus Events Board
Design, compile, and edit weekly TP Times newsletter

Skills/knowledge required at entry of position:
  o Strong aesthetic sense, creativity, and artistic instincts
  o Experience with Adobe Photoshop, Illustrator, and other graphic software
  o Creativity and interest in trying new ideas
  o Provide strong customer service
  o Receive constructive feedback willingly, able to adjust designs accordingly
  o Skills in photography, videography, painting, drawing, and other artistic media are valuable as well

Outreach & Marketing CEOs

  • Market the Office of 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.
  • Manage communication between the Office of Student Life and campus partners:
    o Process all CEOs Services Requests including copying and printing, graphic design, Kody’s Weekly submissions, TP Times, Kody the Kodiak appearance, etc.
  • Compile, design, and create Kody’s Weekly e-newsletter weekly
  • Outreach to students directly though in-person tabling, mobile-marketing, promotional events, classroom visits, and mascot appearances
  • Research and implement outreach opportunities with an emphasis on getting more students involved on campus
  • Distribute bi-weekly TP Times printed newsletter to all restrooms on campus
  • Maintain club info and events calendar bulletin boards with regular updates
  • Engage with students personally through regular mobile-marketing, tabling, and promotional events
  • Market and manage public appearances by our mascot, Kody the Kodiak
  • Reach out to student clubs to help them promote their meetings and activities; participate in bi-weekly Club Council meetings
  • Collaborate with the Events and Advocacy Board (EAB), Kodiak Cave, Student Life Professional Staff, student fee funded groups, student clubs/organizations, and UWB Campus Events Board
  • Utilize student feedback to adapt marketing efforts to new/different approaches

All CEOs Member Responsibilities

  • Attend weekly CEOs meetings
  • Attend regularly scheduled Club Council meetings depending on position
  • Meet weekly with the Student Life Advisor
  • Attend all the Office of Student Life sponsored trainings, retreats and conferences
  • Attend and support all EAB programs and events unless you are in class or have prior approval from the Student Life Advisor
  • Participate in CEO outreach activities such as tabling, mobile marketing, classroom visits, etc.
  • Assist the Office of Student Life with student leader recruitment efforts
  • Assist in the planning, coordination, and staffing of Welcome Week and Finals Week activities
  • Assist in staffing Jumpstart Orientation
  • Assist with recruitment efforts as organized by the Office of College Relations and Enrollment Services
• Provide tours of campus throughout the year to prospective students and employees as requested
• Maintain a clean and orderly work area
• Represent Cascadia College in a positive and professional manner at all times, both on and off campus, while serving as a CEO
• Uphold and honor the Cascadia College, Office of Student Life, and CEO Mission Statements while serving as a Community Engagement Officer
• Complete other duties of a similar nature as assigned by the Student Life Advisor and Student Life Professional Staff
• Additional Qualifications:
  o Must have an interest in student leadership
  o Must be in good academic standing, cumulative and quarterly GPA of at least 2.5. If not a current Cascadia student, please include GPA from most recent school attended.
  o Must be enrolled in at least 6 credits at Cascadia College while employed
  o Must be in good disciplinary standing at Cascadia College
  o Self-motivated and able to work well independently
  o Highly organized and creative
  o Excellent communication and leadership skills
  o Ability to motivate others
  o Typical work hours are scheduled between 8:00am-7:00pm, Monday-Friday, with some evening events. Students must have the ability to work between 12-19 hours a week.
• Actively market and promote all upcoming events and programs for the Office of Student Life including EAB, Kodiak Cave, and student clubs to students across campus
• Collect student feedback through in-person and social media practices