Purpose & Authority
The Director of Marketing & Communications has the university-wide responsibility to promote and support in publicizing, marketing, and advertising the activities and programs of the Associated Students of the California Maritime Academy and its auxiliary services. This is not limited to ASCMA, but also identifying events of student interest for the coordinated effort of ASCMA Student Affairs Department. This is to provide the students of the California State University Maritime Academy with information about the workings of ASCMA and the California State University System, and to grow the brand of ASCMA. The Director of Marketing & Communications is the liaison with Event Coordinators for event coverage, ensure that publications and marketing materials comply with university standards as laid out by the University’s Director of Public Affairs, and ensure efficient communication is provided to students. This position is a member of the Executive Committee but reports to the Director of Student Affairs.

Position(s):
Director of Marketing & Communications (1)

Responsibilities and Requirements:
- Create advertisement and marketing materials for ASCMA programs, events, and activities.
- Distribute advertisement and marketing materials for ASCMA programs, events, and activities.
- Plan and execute new and creative ways to advertise on campus.
- Explore and utilize new technologies to enhance the student body experience.
- Ensure all event advertising materials appropriately display the ASCMA logo.
- Provide positive support through ASCMA publications, and social media pages, and promote morale on campus.
- Oversee ASCMA publications including but not limited to: student paper, student yearbook, ASCMA Monthly Newsletter
- Maintain close contact with the Director of Student Affairs, and Chief of Staff to provide the support of website documents updates or posting on a weekly basis
- Understand and comply with IT procedures
- Be the IT liaison for ASCMA
- Serve no less than four (4) office hours a week in the ASCMA office.
- Be an active member of an on campus Committee.
- Maintain no less than a 2.5 cumulative grade point average, with each semester grade point
- Average no less than a 2.0 during the term of office.
- Enrolled in no less than seven academic credits.
- Attend weekly ASCMA meetings.
- Attend and support ASCMA events.
- Not a voting member of the Board of Directors.

Remuneration:
The Director of Marketing & Communications is paid on a monthly disbursement schedule over the academic year starting in September. The rate of pay is $800.00 per semester.

Application Deadline:
All applications should be submitted by email to Josie Alexander at JFAlexander@csum.edu no later than noon on Wednesday, April 22, 2020.
ASSOCIATED STUDENTS OF THE CALIFORNIA MARITIME ACADEMY
Director of Marketing & Communications
APPLICATION FORM

ALL INFORMATION SHOULD BE PRINTED OR TYPED

PART I: PERSONAL INFORMATION

NAME: ____________________________________________

  Last  First  Middle

CLASS STANDING (Academic Year): Freshman - Sophomore - Junior - Senior

MAJOR:  IBL  GSMA  FET  ME  MET  MT

CELL PHONE NO. : _______________________________________

MOBILE TELEPHONE NO. : _________________________________

CMA EMAIL : ___________________________________________

You will be contacted at your academy email address only. You will be expected to check it daily.

Local Address: _________________________________________

  No. & Street or P. O. Box  City  State  Zip

Permanent Address: _____________________________________

  No. & Street or P. O. Box  City  State  Zip

List work and volunteer experiences, and/or leadership roles:
Experience/Position Where Dates

________________________________________________________________________

________________________________________________________________________

PART II: RESUME AND COVER LETTER

Please attach a cover letter and a copy of your most current resume.

You should be prepared to submit a copy of your unofficial transcript to the ASCMA Executive Director upon request.

PART III: REFERENCES

Please provide the names of two references that can adequately assess your skills and strengths relative to your candidacy for the Director of Communications position.

Reference Person's Name: ________________________ Title: ________________________

Reference Person's Name: ________________________ Title: ________________________

1200 Friday, March 22nd, 2019 is the DEADLINE TO SUBMIT ALL APPLICATION MATERIALS!