



# ASC MARKETING DIRECTOR

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## *Marketing & Communications*

### **DESCRIPTION**

This person is responsible for the overall ASC marketing strategy and execution. They will oversee marketing and advertising for ASC alongside the Creative Director. The successful candidate is flexible, takes initiative, and can multi-task. This person is responsible for communicating with the student body by means of various medias.

### **QUALIFICATIONS**

- Pursuing a Degree in Marketing, Business, Communications or Design
- Strong analytical thinker
- Strong written and verbal skills
- Market research, understanding, and insight
- Experience in Branding with proven ability to incorporate marketing principles
- Proven experience in traditional media, digital, and social media marketing
- Demonstrated leadership ability to manage, lead, and inspire a team
- Presentation and speaking skills
- Experience with directing multiple projects with competing resources and deadlines
- Computer proficiency
- A passion for servant leadership
- A passion for learning and growing

Applicants must be full-time students (minimum of 12 credit hours) in good standing with George Fox University for the duration of the time they hold their position. A minimum cumulative GPA of 2.5 is required at the time of application and must be maintained for the duration of the position.

### **RESPONSIBILITIES**

- Responsible for the development of overall brand and event marketing strategy of ASC
- Consistent participation during the creative ideation phase
- Work with events team on ASC calendar
- Responsible for the development of overall brand and event marketing strategy of ASC

- Lead execution of marketing initiatives
- Meet weekly with ASC Marketing team
- Create Facebook Events for ASC Events
- Meet bi-weekly with ASC Communications Committee
- Oversee ASC Marketing Coordinator and Social Media Coordinator
- Abide by all GFU community lifestyle standards as outlined in the Student Handbook

## **TIME COMMITMENT**

- 15-20 hours per week (including nights and weekends)
- For payment inquiries, visit the ASC offices