

ASI Public Relations and Marketing Commissioner

Current: ASI Public Relations and Marketing Commissioner

1. Notify the Cal State LA community and student organizations of all A.S.I. events.
2. Ensure the implementation of the A.S.I. Marketing and Distribution Plan with the support of A.S.I. Staff.
3. Work with established collaborators (e.g. University Public Relations, University Times).
4. Be aware of campus policies, sources of information, and media outlets (e.g. electronic marquees and kiosks, the Housing Channel, and online social media communities).
5. Assist with the coordination of the A.S.I. Marketing and Branding committee.
6. Act as a facilitator for A.S.I. programming promotion.
7. Support, participate, and contribute to

Proposed: ASI Public Relations Commissioner

1. Communicates ASI programs, events, accomplishments, and/or points of view to the Cal State LA community
2. Creates, manages and implements PR campaigns designed to create and maintain a favorable public image of ASI
3. Organizes in-person opportunities (tabling, mobile cart, class room presentations) to outreach and inform the student body about the work of the organization
4. Manage media inquiries and interview requests
5. Fields media collaborators (University Public Relations, University Times, local newspapers) to create media content, prepares media kits and organizes press conferences
6. Responsible for crafting press releases, newsletters, and speeches for organizations leaders
7. Be aware of campus policies, sources of information and media outlets
8. Meets regularly with the ASI Graphics and Marketing Team to coordinate efforts
9. Support, participate, and contribute to all other programs and functions under the VPA and Cabinet of Commissioners.