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*Associated Students, Inc.*

5154 State University Drive, Los Angeles, CA 90032

Phone: 323-343-4780 Fax: 323-343-6420

**ASI Graphic Designer & Marketing Coordinator  
(3.6.18 Draft)**

The Graphic Designer & Marketing Coordinator is responsible for the artistic and graphic design and creation of print and multimedia materials. Candidates use both design and production elements to organize ideas visually to convey the desired impact and message to the target audience. Candidates design and create a wide range of materials including, but not limited to printed materials, exhibits, training sessions, television broadcasts, videos, web sites, and public information projects.

The work created will reach a variety of internal and external audiences. In addition to aesthetic judgment and project management skills, candidates/incumbents provide expertise in the development and evaluation of effective communication strategies and techniques.

**PERCENTAGE OF TIME SPENT ON ESSENTIAL FUNCTIONS  
(Examples)**

**GENERAL PROGRAMMING – 20%**

- ASI Marketing Campaign Development – Design development for all ASI Committees & campus collaborations. This includes marketing development, create new collateral materials distribution lines and print collaborations.
- Meet with ASI president to develop design concepts that reflect ASI vision and strategy.

**LEADERSHIP DEVELOPMENT – 20%**

- Marketing Committee – By-weekly meeting for career & leadership development
- Summer Pre-Retreat Leadership Trainings – facilitator
- Summer Retreat Leadership Training – Presenter development, administration and evaluation

**BUDGET OVERSIGHT – 10%**

- ASI Graphics & Marketing Budget – Steward

**COMMITTEES – 10%**

- Graphics & Marketing Committee
- Public Affairs Campus Marketing & Social Meeting
- General ASI Committees – Marketing & Promotion advisor

**MARKETING & PUBLIC RELATIONS – 10%**

- ASI Website – maintenance and supervision
- Online Social Networking – maintenance and supervision
- ASI Marketing Distribution – Campus wide distribution, development, administration and evaluation
- Cal State LA Public Affairs – ASI liaison
- Maintain ASI Studio 47 Equipment inventory – Cutting, binding & printing

**PERSONNEL MANAGEMENT – 20%**

- Graphics Designer Student Assistant – recruitment, hiring, training, supervision and evaluation
- Web & Social Media tech Student Assistant – recruitment, hiring, training, supervision and evaluation
- Develop quarterly project management systems for student staff including spreadsheets, log books, and archive resources
- Implement project deadlines including drafts, final compositions, and production preparation
- Maintain and oversee projects to ensure timely completion
- Facilitate biweekly student staff meetings
- Maintain ASI Quarterly projects Archives – Digital & Print



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***INTER-CAMPUS COLLABORATIONS – 5%***

- Campus distribution – Liaison with campus student offices to increase audience engagement with ASI marketing collateral.
- Student Health Center – Marketing collaborator
- Arts & Letter Design Dept. – Portfolio facilitator
- A&L Gauge – Contributor – Special Events facilitator
- Organizational Development Meeting - Facilitator
- CSULA Orientation – ASI liaison
- CSULA Housing Services/Residence Hall Association – Marketing collaborator

***EXTERNAL RELATIONS – 3%***

- 99U – Member & Contributor, student portfolio
- AIGA – member and presenter
- Vendor – ASI collateral material vendor negotiations & press checks

***PROFESSIONAL DEVELOPMENT – 2%***

- AIGA – member and presenter
- ACUI - Marketing contributor & member
- Fortress Arts – Program development, community educational program development for Inner city youth arts program