



## DIRECTOR OF GRAPHICS & MARKETING

### ADMINISTRATOR II - JOB DESCRIPTION

**WORK WEEK CLASS:** Exempt  
**WORK SCHEDULE:** 5/40 hours Monday-Friday  
**ANNUAL RATE:** \$65,000 - \$90,000  
**RESPONSIBLE TO:** Executive Director

#### GENERAL STATEMENT:

Under the general supervision of the Executive Director of Associated Students, Inc., the incumbent serves as the principal administrator of the Graphics and Marketing department. The incumbent contributes to collaborative strategic planning, marketing, implementation and management of ASI programs and services. The incumbent provides daily administration, supervision and oversight of the Graphics and Marketing department including print production and digital marketing for Associated Students, Inc. and campus collaborations. The Graphics & Marketing Director directly supervises the Graphics & Web designer, The Web & Social Media Tech and the Print Production assistants.

#### MINIMUM QUALIFICATIONS:

- Bachelor's Degree in graphic arts, design or marketing or closely related field.
- Minimum of three years of progressively responsible management experience in graphics and web design in a related field including human resource management, change management, collaboration and leading a team.
- Experience in fiscal and contract management, oversight and reporting.
- Demonstrated ability to work with an ethnically diverse and culturally pluralistic student body and staff.
- Demonstrated ability to lead during change and to create collaborative working relationships.
- Excellent oral and written communication skills.
- Demonstrated ability to utilize current industry standard software and applications.
- Student union experience or related university student life experience preferred.
- Ability to motivate and work closely with students required.



## **LEADERSHIP AND SUPERVISION**

- Supervises, recruits, trains and evaluates Graphics Office professional and student staff.
- Attends all ASI meetings as required, and ASI Board of Director's (BOD) meetings as needed.
- Acts as liaison with BOD regarding marketing and graphics.

## **DEPARTMENT ADMINISTRATION**

- Project Management & Delegation
- Assist with marketing reporting. Analyze and evaluate research, current market conditions and trends to assist in determining development and direction of marketing plans and projects.
- Trains and monitors all staff members regarding the fiscal policies and procedures of ASI.
- Proposes annual departmental budget. Monitors departmental budget and provides quarterly budget assessments to the Associate Executive Director.
- Reviews and provides preliminary approval of all human resource and financial documentation,
- Programming and process vendor contracts for the Executive Director or designee.

## **GRAPHICS**

- Oversees project quality and brand consistency of production work.
- Provides graphic services to on and off campus clients including contracts and billing.
- Assists in developing reports, manuals and handbooks for ASI as requested.
- Forecasts design industry trends for product relevancy.
- Develops and implements art installations in the ASI.
- Develops promotional material and advertisements and administer marketing campaigns. Partner with internal departments as well as outside vendors, such as graphic designers.
- Updates branded documents and presentations as needed; maintain branding and graphic identity guidelines.
- Directs in-house photo shoots.

## **MARKETING**

- Manages all ASI promotional and marketing materials.
- Creates and coordinates marketing and promotion for ASI campaigns & events.
- Coordinates distribution of ASI collateral materials on campus.
- Develops short- and long-range marketing strategies for ASI.
- Coordinates and prepares the ASI biannual calendar of events.
- Overseeing online and Social Media marketing and publicity plans for ASI programs and events.

## **PRINT PRODUCTION**

- Creates and maintains production schedule for graphic and marketing requests.
- Coordinates fast copy jobs for in-house printing.
- Monitors production equipment for service, repair, upgrades and replacement.



- Provides software and hardware support for the Graphics Department.

#### **DIGITAL COMMUNICATION**

- Develops and maintains the ASI website.
- Creates and manages social media calendar. Schedule posts and monitor social media channels. Analyze trends and evaluate competitor strategies. Create regular social media reports to share with the team.
- Tracks trends in technology to improve productivity and effectiveness.
- Manages digital application of business procedures and marketing projects.
- Performs other duties as assigned

#### **Programming & Services Responsibilities**

**The person holding this position is considered a mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.**

#### **AN EQUAL OPPORTUNITY/TITLE IX EMPLOYER:**

In addition to meeting fully its obligations under federal and state law, Associated Students, Inc. is committed to creating a community in which a diverse population can live and work in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, political views, sexual orientation, or other personal characteristics or beliefs. Upon request, reasonable accommodations will be provided to individuals with protected disabilities to (a) complete the employment process and (b) perform essential job when this does not cause an undue hardship.

California State University, Los Angeles is one of the most culturally diverse universities in the United States. The student body is 60.9% Latino, 14.2% Asian, 7.9% Non-Resident, 7.8% Caucasian, 4.1% African American, 2.9% Unknown, 2.0% two or more races, and 0.1% Pacific Islander. Our 27,827 student range in age from 15 to 80 years old - The average age\* of undergraduates is 23.2, while that of graduates and post-baccalaureates is 30.7. The average for the combined group is 24.2. \*As of September 19, 2016