Job Description – DIRECTOR OF MEDIA MARKETING

The Director of Media Marketing shall:

A. Update the A.S. Facebook page <www.facebook.com/usdassociatedstudents> status on a daily basis (Monday through Friday) and once per weekend with relevant news or information regarding A.S. actions/events or student life on campus.
B. Assist the Communication Chair, Student Senate, and other A.S. members with any A.S. publicity or marketing campaigns using web marketing (Facebook ads/updates, Tweets, etc.)
C. Take photographs at important A.S. events to be posted on the A.S. Facebook page and A.S. blog or used for marketing campaigns.
D. Take pictures of A.S. officers and senators to be displayed in the Executive office and posted on the A.S. Facebook by the end of September.
E. Collect important documents from A.S. officers and senators to keep record of all important A.S. events and actions.
F. Update the A.S. “Year in Review” Blog once a month with all photos, documents, and write-ups summarizing important A.S. actions and events from the previous month.
G. Write-ups should include the recordings of pertinent facts and details surrounding significant movements in ideology, structure, or events of the organization.
H. Prepare a slideshow of pictures for the end of the year A.S. banquet
I. Serve as A.S. liaison with yearbook staff.
J. Attend both Fall and Spring Semester A.S. retreats
K. Promote inclusivity through services.
L. Train and transition newly appointed A.S. Director of Media Marketing.
M. Seek to enhance the A.S. website.
N. Organize marketing to be featured on the A.S. website.
O. Get approval from the Communication Chair and relevant directors and chairs for ideas and announcements to be posted on the website.
P. Work with several campus departments to incorporate new features into the A.S. website.
Q. Keep the A.S. website updated and coordinate all marketing done through the AS website, including but not limited to the maintenance of online forms, documents, and A.S. pages.
R. Monitor any web-related and technical needs of the Leadership Team. Coordinate the display of events and/or elections (including AS position elections) with Information Technology Services (ITS).