



ASSOCIATED
STUDENTS
UNIVERSITY OF SAN DIEGO

JOB DESCRIPTION - THE DIRECTOR OF BRAND MARKETING

- Section 7 The Director of Brand Marketing shall:
- A. Publicize A.S. Senate issues and resolutions.
 - a. Collaborate with the Communication Chair and Communication Board to ensure that the student body is accurately informed of which issues Senators are handling and other ways the Senate is working to benefit student life on campus.
 - b. Assist Senators in planning and executing meet-and-greets with their respective constituencies to establish themselves as student representatives and to solicit student issues.
 - B. Coordinate A.S. marketing campaigns.
 - a. Collaborate with the Communication Chair on all marketing campaigns by the A.S. Communication Board to ensure coordination with the cohesive A.S. branding scheme in addition to high efficacy.
 - b. Work with the Creative Zone on all A.S. marketing requests to ensure professional and visually appealing marketing materials that complement the A.S. brand image.
 - c. Publicize A.S. during Ole Weekend orientation.
 - d. Research other colleges' and universities' student government organizations and corporations alike to inspire fresh ideas that both expand and fortify A.S. marketing strategies.
 - C. Set goals for, design, and execute A.S. marketing campaigns. Evaluate target audience and analyze effectiveness of marketing plans.
 - D. Work with outside local vendors to solidify relationships and innovate fresh concepts for promotional giveaways.





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- E. Serve as liaison between A.S. and USD student media.
 - a. Establish and maintain close contact with all of the prominent student media outlets: USDtv, USD Radio, and The Vista.
 - b. Submit press releases to these outlets when necessary.
 - c. Ensure that all important information released by the Senate and the A.S. Team is adequately covered by the appropriate media outlet.

- F. Maintain and implement communication contingency plans.
 - a. Ensure that all A.S. contingency plans are updated and accurate.
 - b. On the rare occasion that a contingency plan needs to be implemented, make sure the process is swift and smooth.

- G. Maintain community relations.
 - a. Maintain relationships with local businesses that have agreed to a partnership with our A.S. team.
 - b. Seek out donations from these businesses to be used as promotional giveaways.
 - c. Organize and execute an annual philanthropic / community service event as a way for the A.S. team to give back to our community.

- H. Maintain a positive image for the A.S. Leadership Team and A.S. senate.
 - a. Ensure that a relationship has been made and is accurately maintained with all student media, local media, the USD



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Approved in Session of the Associated Students Senate, 3 May 2018*



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office of Public Affairs, and the local San Diego community.

- I. Collaborate with the Communications Chair and other members of the Communications Board to ensure that the student body is accurately informed of all A.S. initiatives.
- J. Attend weekly Communications Board meetings.
- K. Attend both Fall and Spring semester retreats.
- L. Foster and promote camaraderie and inclusivity in programming and services.
- M. Train and transition the newly appointed Director of Brand Management in the Spring Semester.



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