

# California State University, Fresno Foundation

## MARKETING AND SUMMER CONFERENCE COORDINATOR – FRESNO STATE STUDENT HOUSING

JOB ANNOUNCEMENT #22-284

<b>POSITION &amp; SUMMARY:</b>	<p><b>Full-time, benefited position for Fresno State Student Housing through the California State University, Fresno Foundation.</b> The Marketing and Summer Conference Coordinator is responsible for developing and implementing a comprehensive strategy to market housing services to prospective and current residents, parents, and the community, primarily through conference services and summer conferences. This position designs and initiates the marketing and public relations strategy, program development, policy creation, staff recruitment and supervision, and overall client/customer service relations for Fresno State Student Housing (Housing).</p>
<b>ESSENTIAL JOB FUNCTIONS:</b>	<p>Under the direction of the Assistant Director of Housing, this position will be responsible for the coordination of the summer conference program and the marketing and promotional materials for Housing. Typical duties include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Developing a comprehensive strategy to market Housing in coordination with other University and auxiliary departments</li> <li>• Developing and managing the marketing and summer conferences programs, including: goals, communication with on and off campus clients, drafting manuals/policies, and creating budgets.</li> <li>• Recruiting, selecting, orientating, training, supervising and evaluating staff members</li> <li>• The design and production of all promotional materials including the website</li> <li>• Development and posting of all Social Media content across Housing’s social media networks (Facebook, Twitter, Instagram, Snapchat, and YouTube)</li> <li>• Take lead on significant Housing events including Resident Appreciation Week, Resident Appreciation Day, and Staff Parties. Primary contact for all facility tours and presence at University events such as Dog Days, Preview Day, SAFARI, National Student Day, and works closely with Undergraduate Student Recruitment and Outreach and Special Programs.</li> <li>• Responsible for all email campaigns and the upkeep of Housing email lists.</li> <li>• Participating with 24/7 on-call duties, including weekends with other professional staff</li> <li>• Updating various databases and forms as well as generate reports as required</li> <li>• Ability to use computer and software including Microsoft Office and Abode Suite.</li> <li>• Facilitating individual and regular staff meetings for Marketing and Summer Conference staff</li> <li>• Ability to learn additional software programs including but not limited to software required for web design and maintenance including Macromedia Dream Weaver, Flash, Microsoft Access, and Kronos Timekeeper</li> <li>• Working with Printing Services and other vendors to successfully print Housing materials.</li> <li>• Maintaining active participation on multiple committees as directed</li> <li>• Other duties as assigned</li> </ul>
<b>QUALIFICATIONS &amp; EXPERIENCE:</b>	<p><i>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</i></p> <ul style="list-style-type: none"> <li>• Bachelor’s degree from a four-year college or equivalent</li> <li>• Two (2) years or more of related experience in business or hotel/event management preferred</li> <li>• Additional experience that demonstrates the acquisition and successful application of the required knowledge, skills and abilities, may be substituted for the required education on a case by case basis</li> <li>• Must possess a valid driver’s license, reliable vehicle, and valid insurance as travel may be a requirement of the position.</li> </ul>
<b>SALARY/BENEFITS:</b>	<p><b>\$20.19 – \$22.11 per hour (\$42,000 - \$46,000), DOE. Salary will be commensurate with education and experience.</b> Benefits include medical, dental, vision, 401K and life insurance; vacation, sick leave and holiday pay.</p>
<b>FILING DEADLINE:</b>	<p><b>Application review begins January 28, 2022; open until filled.</b></p>

<b>TO APPLY:</b>	<p>Please visit the Auxiliary Human Resources page at <a href="https://auxiliary.fresnostate.edu/association/hr/">https://auxiliary.fresnostate.edu/association/hr/</a> for job announcement and application. Applications may be mailed, emailed, faxed or delivered in person to:</p> <p>California State University, Fresno Auxiliary Human Resources 2771 E. Shaw Ave. (there is no suite number) Fresno, CA 93710 Fax: (559) 278-0988</p> <p>E-mail completed application &amp; resume to: <a href="mailto:HRAUX@LISTSERV.csufresno.edu">HRAUX@LISTSERV.csufresno.edu</a></p>
------------------	--

**RESUMES WILL NOT BE ACCEPTED WITHOUT A COMPLETED APPLICATION**

*California State University, Fresno is a smoke free campus. For more information, please click <http://fresnostate.edu/adminserv/smokefree/index.html>  
Employment for this position is by the California State University, Fresno Foundation. This is not a State of California position.*

**AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY/ADA EMPLOYER**

California State University, Fresno Auxiliary Services is proud to be part of the Fresno State community. As part of the campus community, Auxiliary Services follows the CSU policy that requires all faculty, staff and students who are accessing campus facilities at any university location to be immunized (fully vaccinated) against the virus that causes COVID-19. The policy does allow for medical or religious exemption from the immunization requirement. Auxiliary Services requires all of its employees to be fully vaccinated against COVID-19 or present a medical or religious exemption and any appropriate backup documentation. Fully vaccinated is defined as having received the dose at least 14 days prior to being on boarded, if selected. Current and new employees are required to adhere to this policy by September 30, 2021 and remain in adherence after that date.