

California State University, Fresno Foundation

LIVE MASCOT PROGRAM COORDINATOR – STUDENT, ALUMNI, & FRIEND ENGAGEMENT JOB ANNOUNCEMENT #26-801

POSITION SUMMARY:	<p>Full-time, benefited position with Student, Alumni and Friend Engagement through the California State University, Fresno Foundation. University Advancement’s mission is to inspire and increase engagement and philanthropy for Fresno State by putting the philanthropic partner at the center of what University Advancement does, thereby focusing on the philanthropic partner being the hero of their own story. The division works with students, alumni, friends, and the greater Fresno community to elevate Fresno State through their engagement with the University. Providing engagement opportunities is a primary role of the division, which advances Fresno State and elevates Fresno State students and the Valley.</p> <p>The Live Mascot Program Coordinator is responsible for the comprehensive coordination of Fresno State’s Live Mascot Program, including the oversight of the live mascot, Victor E. Bulldog (VEB) during working hours and events. This position reports to the Executive Director of Student Alumni and Friend Engagement (Executive Director) who also serves as VEB’s Caretaker.</p> <p>The ideal candidate brings unmatched Bulldog pride and contagious enthusiasm for Fresno State, with a passion for bringing the Bulldog spirit to life while serving as a high-energy, visible ambassador for the university. Through coordinated appearances and strategic engagement across VEB’s social media platforms, the incumbent ensures the mascot’s visibility, accessibility, and positive representation of Fresno State across campus and throughout the broader regional community. The coordinator is also responsible for the oversight, growth, and performance reporting of VEB’s digital presence, including social media channels and websites. This position advances and expands revenue-generating initiatives, including fundraising, sponsorships, licensed merchandising, paid appearances, and related programming.</p>
ESSENTIAL JOB FUNCTIONS:	<p>Live Mascot Care and Program Oversight</p> <ul style="list-style-type: none"> • Provide daily care for the live mascot, VEB, during standard business hours and as required for event appearances outside of standard business hours. • Monitor and ensure VEB’s physical, emotional, social, and psychological well-being. • Maintain all required licenses, insurance, and certifications; ensure timely renewals and compliance. • Coordinate and participate in ongoing training for VEB; oversee training of staff and students involved in mascot care. • Procure, maintain, and organize all necessary supplies and equipment. <p>Community Relations and Engagement</p> <ul style="list-style-type: none"> • Serve as a spirited and enthusiastic ambassador for VEB, Fresno State, and the Fresno State Alumni Association (FSAA), proudly representing Bulldog pride in every interaction. • In coordination with VEB’s caretaker, develop and manage an annual calendar of campus and community engagement activities. • Plan, coordinate, and execute on- and off-campus appearances, ensuring all logistical, safety, and compliance requirements are met. • Conduct site visits, interviews, and pre-event assessments to ensure the safety and suitability of all appearances. • Transport VEB in a work vehicle to and from appearances and appointments in accordance with university policies; pick up and return VEB home for evening and weekend events; utilize a personal vehicle as needed with mileage reimbursement. • Schedule, supervise, train, and mentor student assistants (“Victerns”), providing direction and oversight to support daily operations, mascot care, appearances, and social media content creation while fostering a positive, safe and professional learning environment.

	<ul style="list-style-type: none"> • Manage invoicing, payments, and follow-up for paid appearances. <p>Brand Development and Social Media Management</p> <ul style="list-style-type: none"> • Develop and execute marketing and promotional strategies to enhance the visibility and impact of the Live Mascot program. • Ensure brand consistency in alignment with university standards and the established identity of VEB. • Collaborate across University Advancement and with Marketing and Communications, Athletics, and other campus partners on integrated marketing efforts. • Manage and grow all VEB social media platforms, including content creation, scheduling, and community engagement. • Develop campaigns, contests, and creative content to increase audience engagement and strengthen brand affinity. • Monitor, analyze, and report on social media performance metrics; identify trends and opportunities to enhance reach and impact. <p>Revenue Generation and Licensing</p> <ul style="list-style-type: none"> • Develop and implement fundraising initiatives in support of the VEB Fund in collaboration with University Advancement’s annual giving representative, including campaigns such as Day of Giving and crowdfunding efforts. • Cultivate and solicit approved sponsors and philanthropic partners. • Serve as the primary point of contact for external organizations seeking partnerships with the Live Mascot Program. • Manage sponsorship agreements, including fulfillment of deliverables and renewal processes. • Collaborate with campus licensing and trademark entities to develop and promote VEB merchandise and branded products.
<p>POSITION REQUIREMENTS:</p>	<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> <p>Required Qualifications</p> <ul style="list-style-type: none"> • High level of Bulldog pride and school spirit, with a passion for representing Fresno State and engaging diverse audiences as an enthusiastic ambassador of the university. • Bachelor’s degree in Marketing, Communications, Journalism, Public Relations, Animal Science, or a related field. • Ability and willingness to work directly with a live animal and maintain high standards of care, safety, and welfare. • Ability to manage multiple priorities in a fast-paced, dynamic environment while meeting deadlines and maintaining attention to detail. • Strong organizational, project management, and problem-solving skills. • Excellent written and verbal communication skills, including presentation and facilitation abilities. • Ability to represent the University and affiliated organizations in a professional and positive manner in public-facing settings. • Ability to work collaboratively with diverse internal and external stakeholders. • Proficiency in Google Workspace (Drive, Docs, Sheets, Slides, etc.) and standard business technologies. • Valid California driver’s license (or ability to obtain), with a satisfactory driving record; proof of insurance and reliable transportation required, as driving is a required function of the position. • Willingness and demonstrated ability to work a highly flexible schedule, including evenings, weekends, and extended hours; regular overtime is required to support events, appearances, and program operations. See attached calendar. May be subject to change.

	<p>Preferred Qualifications</p> <ul style="list-style-type: none"> • Experience in canine care, handling, or training, including at least two (2) years of direct, hands-on experience. • Experience in developing and executing digital media strategies, including social media content creation, copywriting, and audience engagement across multiple platforms. • Experience in event coordination, community engagement, or public relations. • Experience in fundraising, sponsorship development, or revenue-generating programs. • Experience in public speaking, media relations, or spokesperson roles. • Experience with brand management and marketing within a higher education, nonprofit, or athletics environment. • Proficiency with social media management and analytics platforms (e.g., Sprout Social or similar tool). • Working knowledge of Adobe Creative Suite or comparable design and content creation software. • Experience with photography, videography, and multimedia editing.
COMPENSATION:	\$4,892.50 per month (\$58,710 annually). Benefits include health, dental, vision, life and 401(k), vacation, sick, and holiday pay.
DEADLINE:	Application review begins June 15, 2026 . Position will remain open until filled.
TO APPLY:	<p>Please visit the Auxiliary Human Resources page at https://auxiliary.fresnostate.edu/association/hr/employment-opportunities.html for job announcement and application.</p> <p>E-mail completed application & resume to: auxiliary-hr@mail.fresnostate.edu</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.

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