

**PR & MARKETING COORDINATOR RECRUITMENT**

The Alternative Spring Break (ASB) 2014 seeks one student to serve as a PR & Marketing Coordinator. The PR & Marketing Coordinator will be crucial in writing, researching and distributing public relations and marketing materials.

*PR & Marketing Coordinator will:*

1. Communicate the mission of the Alternative Spring Break to students.
2. Assist in public relations through website, digital signage, and social media.
3. Responsible for overall publicity of Alternative Spring Break.
4. Responsible for artwork and printing of posters and flyers.
5. Responsible for writing press releases, advertising on campus and local media.
6. Research and write, edit, and distribute brochures, ads and other marketing and public relations materials.
7. Develop and maintain effective working relationships with campus and community media.
8. Promote Alternative Spring Break project, opportunities, services and programs.
9. Assists with the distribution and posting of marketing materials across campus.
10. Perform other related duties as assigned.

*Successful PR & Marketing Coordinator candidates should:*

1. Be willing to volunteer 2 – 4 hours per week (on average) to this position
2. Be available to attend regular Team Leader meetings and check-ins with program staff
3. Be interested in developing leadership skills
4. Be an effective communicator
5. Be organized and comfortable working independently and in teams
6. Have an interest in program development and implementation
7. Have a desire to serve their community and their fellow students!

**To be considered for this position, please drop-off your completed application package by 5:00 p.m. on [Friday, September 27, 2013](#) to the Student Involvement Center, University Student Union (USU) Room 306. Upon dropping off your application, you will also be asked to sign up for an interview.**

Interviews are scheduled for September 30 (9:00am- 11:30 am), October 1<sup>st</sup> (11:00am – 1:30pm), October and October 2<sup>nd</sup> (2:00pm – 4:30pm)

For more information, contact:

**Marina Aguilera**

Graduate Assistant

Campus Events and Student Programs

(559)-278-6048

[si\\_programming@csufresno.edu](mailto:si_programming@csufresno.edu)

**PR & Marketing Coordinator Application**

Name:

Student ID#:

Phone:

Email:

Best way to contact:     Phone     Email

Class Level:     Freshman     Sophomore     Junior     Senior     Graduate

Major(s), Minor(s), Certificate(s):

**For Sections A – C, feel free to attach an additional sheet, if necessary**

A. List your qualifications for a PR & Marketing Coordinator (ex. experiences or relevant strengths):

B. Special skills/talents:

C. List your volunteer and/or community service experience, beginning with the most recent (include length of commitment, agency, and a short description of your duties):

Please also attach a cover letter addressing the following items/questions:

- 1) Why are you interested in serving as an Alternative Spring Break (ASB) PR & Marketing Coordinator for 2013? What do you think will be the most rewarding aspects of serving as a PR & Marketing Coordinator?
- 2) What about ASB is compelling to you? Why do you want to participate in this program?
- 3) What is an idea you have for ASB? How do you expect to impact the program?
- 4) What leadership qualities or experiences do you possess? How do you expect to use these skills as a PR & Marketing Coordinator serving your fellow students and the community?
- 5) The following are not mandatory, but suggestions of topics to address in your cover letter: educational and personal goals, special skills or talents you possess, any relevant coursework or research, and special areas of interest as related to community service and/or serving as a student-leader.

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