Center for Student Involvement

Marketing Director

The University of South Florida Center for Student Involvement (CSI) cultivates an environment in which students are engaged in transformational experiences that lead to lifelong learning, personal growth, and connection to the University. CSI contributes to student success through quality involvement opportunities, education, and advising which foster USF pride, global leaders and holistic student development. CSI consists of the following areas: overall Student Involvement initiatives and promotion, Campus Traditions Board (Homecoming and USF Week), Campus Activities Board, Fraternity/ Sorority Life, University Lecture Series, and the Centre Gallery. In just one semester, CSI Programs can average over 25,000 attendees at over 100 events. CSI is staffed by approximately 30 student leaders across three programming boards, the Centre Gallery, and front desk staff assistant team as well as over 30 student volunteers. Additionally, there are 6 graduate assistants, 1 administrative specialist, 4 coordinators, 1 assistant director, 1 associate director, and 1 director that rounds out the full, award-winning team.

Marketing Directors are responsible for promoting the Center for Student Involvement, and the programming boards to the university community. Duties will include distributing information and marketing materials to USF students, departments, colleges, and the Tampa Bay community. Marketing Directors will oversee all online and print efforts, including, but not limited to, BullSync, Facebook, Twitter, Youtube, etc. If you are interested in marketing, this position may be for you!
Period of Employment:
The official period of employment will be from July 2018 – April 2019.

Responsibilities of the position include:
- Employees must have a 2.25 GPA or higher
- Employees must take a minimum of 6 credit hours
- Employees must fill out timesheets as instructed
- Employees will be required to attend trainings in summer and spring as designated
- Employees will work 10 office hours a week to plan events and cover work shifts for special events
  - Employees will help staff board events for their designated board, as well as other events hosted by the other boards and the office.
  - Employees may be asked to work 1-2 hours in Centre Gallery each week as part of their weekly ten hours
  - Employees will be required to attend their board meetings as assigned
  - Employees will be asked to attend General Body Meetings once monthly
  - Employees will help table for no more than two hours each month

Expected Learning Outcomes:
1. Student board staff will be able to hold themselves accountable to bringing the strategic goals of CSI to life.
2. Student board staff will be accountable to the core values of CSI, which include: creating engaged and responsible citizens, fostering community, embracing a diverse society, supporting intellectual growth, developing personal leadership competencies, building interpersonal relationships, and encouraging service to others.
3. Student board staff will create engaged and responsible citizens, foster community, ember a diverse society, support intellectual growth, develop personal leadership competencies, build interpersonal relationships, and encourage service to others.
4. Student board staff will contribute positively to building a team within CSI.
5. Student board staff will work collaboratively with others.
6. Student board staff will actively seek feedback and accept feedback in a positive manner from others.
7. Student board staff will know the components of a strategic plan and how to use one to lead an organization or entity.
8. Student board staff will am able to connect the mission of CSI to the activities and programs the programming board facilitates.
9. Student board staff will be able to design programs that are aligned with the needs of USF’s student body.
10. Student board staff will be able to create assessment that evaluates a program’s impact on the student body.
11. Student board staff will appropriately utilize CSI funding for program implementation.
12. Student board staff will write clearly, concisely, and professionally.
13. Student board staff will clearly communicate my ideas and thoughts to others verbally.
14. Student board staff will listen and reflect upon others’ viewpoints.
15. Student board staff will create environments that are inclusive for others.
16. Student board staff will cooperate well with others.
Compensation:
Student director positions will be paid $8.25 per hour for 10 hours a week. Certain positions may be paid for additional hours during peak periods of time (i.e. Homecoming Week, USF Week). Training and professional development opportunities are unpaid as well as other volunteer opportunities associated with the position.

*Each programming board has a weekly meeting commitment. In order to be considered for these positions, you must be available at the following times:
- Campus Traditions Board (CTB) – Every Monday from 4pm-5pm
- University Lecture Series (ULS) & Centre Gallery (CG) – Every Tuesday from 4pm-5pm
- Campus Activities Board (CAB) – Every Wednesday from 4pm-5pm

<table>
<thead>
<tr>
<th>Important Dates* (Subject to Change):</th>
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<tbody>
<tr>
<td>April 6, 2018</td>
<td>BullStock &amp; New Staff Welcome</td>
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<tr>
<td>April 20, 2018</td>
<td>New Team Welcome &amp; Kickoff</td>
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<tr>
<td>July 9-13, 2018</td>
<td>Anticipated Student Staff Retreat</td>
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Application Process:
Applications can be found on USF Careers website, from there you will be directed to the Center for Student Involvement portal on BullSync where you will complete your application. There will also be a link found on the main page of www.involvement.usf.edu. The application includes:

- General Information
- Position Rankings
- 2 References
- Short Answer Questions
- Résumé

All applications must be completed and submitted by **Wednesday, January 31, 2018 at 5pm**. All submitted applications will then be reviewed in consideration interviews. If you are selected for an interview, you will be notified via USF email. Applicants will then be notified about group interviews which will take place during the week of **February 19 – February 23, 2018**. If selected to move forward to individual interviews, they will take place during the week of **February 26 – March 2, 2018**. If you have any questions, concerns, or need reasonable accommodations for your application process, please contact the Center for Student Involvement at 813-974-1001.
CSI Marketing Position Descriptions

Campus Activities Board (CAB) positions

Marketing Director
The Marketing Directors will be responsible for promoting CAB to the university community. Directors will collaborate with graphic designer for all design needs. Duties include distributing information to all campus listservs, USF students, departments, colleges and USF community. Common tasks will include the dispersing of marketing flyers and posters, choosing and distributing promotional items, and creating new and innovative marketing strategies for CAB. Marketing Directors will oversee all online media efforts, including, but not limited to, BullSync, Facebook, Twitter, YouTube, etc.

Campus Traditions Board (CTB) Positions:

Marketing Director
The Marketing Director will design and implement a macro and micro marketing plan for Homecoming and USF Week, collaborating with a graphic designer for design elements. The Marketing Director will collaborate with the Campus Relations Directors to create an atmosphere of school spirit and pride on campus for Homecoming and USF Week. The Marketing Director will also oversee all online media efforts, including, but not limited to, BullSync, Facebook, Twitter, YouTube, etc.

University Lecture Series (ULS) Positions:

Marketing Director
The Marketing Director will design and implement marketing and promotional plans for all lecture events, collaborating with the graphic designer to ensure all design needs are met. The Marketing Director will generate innovative ideas and plans to increase ULS’s brand name on campus and throughout the Tampa Bay community. The Marketing Director will oversee all online media efforts, including, but not limited to, BullSync, Facebook, Twitter, YouTube, etc.