



**MARKETING & COMMUNICATIONS SPECIALIST  
DONALD P. AND KATHERINE B. LOKER UNIVERSITY STUDENT UNION, INC.  
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS**

The Loker University Student Union, Inc. is an auxiliary of California State University, Dominguez Hills and is a California 501(c)3 Not For Profit Corporation. The facility, totaling approximately 120,000 square feet, houses the University Bookstore, Campus Dining, Associated Students, Inc., in addition to various meeting facilities, lounges and recreational space. As the hub of campus activity, the mission of the Student Union includes “providing cultural, social and recreational programming that supports the educational mission of the University” and “providing programs and services that enhance the quality of life” for members of the campus community.

**POSITION DESCRIPTION**

**Workweek Class:** Exempt, Full-Time  
**CSU Equivalent:** Public Affairs/Communications Specialist III (Exempt)  
**Work Schedule:** 40 Hours Per Week, Standard Schedule  
Occasional Evenings and Weekends  
**Responsible to:** Assistant Director, Engagement & Development

**GENERAL STATEMENT:**

The Marketing and Communications Specialist is a position with the Donald P. and Katherine B. Loker University Student Union, Inc. (LSU.) The incumbent will be an exempt, full-time staff employee and will adhere to the rules, regulations and employment standards established by the LSU.

Under general direction of the Assistant Director, Engagement and Development, the incumbent will support innovative, effective, and relevant production and execution of LSU campaigns utilizing print, digital and engagement strategies to meet the needs of the LSU and CSUDH communities. The Marketing and Communications Specialist is responsible for the creation, development, implementation, and evaluation of all LSU design, marketing, production, resources and services of the unit. Responsibilities include oversight of the daily operation, print and digital production and brand management. Additional duties include establishment and implementation of annual marketing goals, analytics, and industry best practices. This role coordinates the creation and distribution of promotional collateral and maintains professional relationships with both on and off-campus colleagues, vendors, and suppliers.

**TYPICAL DUTIES AND RESPONSIBILITIES:**

The incumbent will perform a variety of functions, including but not limited to the following:

<u>% Time</u>	<u>Description of Duties</u>
<b>30%</b>	<b>Marketing and Design</b> Responsible for the daily administration, training, and oversight of various marketing unit roles; creates and maintains files and distribution of all marketing materials; provides creative direction and develops, implements, and oversees organizational brand, logotypes, video and still assets, website, and social media channels; reviews and copyedits promotional materials produced; coordinates all aspects of campaigns and associated budgets; assists in the development and design of the LSU annual report, employee handbook and organizational reports.

<b>30%</b>	<p><b>Unit Lead</b></p> <p>Responsible for the, development and leadership of graphic designer(s) and web designer(s); ensures compliance with policies and procedures; supports direction of marketing and design projects; establishes goals, work flow, design approaches, content direction, and timeframes for fulfillment of work orders; proofs and verifies accuracy of work and assists with the review of the unit's design output for brand alignment, spelling, punctuation, grammar, consistency, format, and spacing; coordinates and schedules collateral, printing and vendor services; upholds brand and style guide; monitors design and production equipment for service, repair, upgrades and replacement.</p>
<b>30%</b>	<p><b>Campaign Management</b></p> <p>Coordinates comprehensive marketing campaigns for all LSU programs and services; coordinates, edits, and oversees print web and social media related content; recommends appropriate online tools, service/support sites and applications; responsible for annual and time-specific campaigns as well as day-to-day activities and correspondence; develops, plans, and implements creative programs, campaigns and content that satisfies and increases user engagement; coordinates staff and materials for marketing events; researches project information, develops ideas and designs comprehensive final products or campaigns consistent with the initial research or supplied event information; conceptualizes, designs, writes, and creates storyboards for development of complex digital graphic collateral projects, utilizing various technologies and delivery vehicles; develops short and long range marketing strategies.</p>
<b>10%</b>	<p><b>Other Duties as Assigned</b></p> <p>Attends meetings; provides regular reports to Board of Directors; performs other duties as assigned.</p>

#### **MINIMUM QUALIFICATIONS**

**Skills/Knowledge** – Bachelor's degree in design, communication, management, or related field. Minimum of three (3) years of related experience. Knowledge of project management, design theory and typography. Functional knowledge of and experience with use of Adobe Creative Suite. Knowledge of proper spelling, grammar, punctuation, and sentence structure to ensure that written materials are complete, concise, and error-free. A valid CA driver's license and insurance.

**Abilities** – Ability to demonstrate strong people skills and the ability to build relationships with stakeholders, including LSU staff, board members, and CSUDH faculty and staff. Ability to successfully establish priorities while juggling numerous competing/deadline-driven projects and work under pressure required. Ability to interpret and apply a wide variety of policies and procedures specific to LSU. Ability to work cooperatively in a multi-ethnic environment. Ability to operate autonomously and professionally in all areas of responsibilities to reflect the mission of the organization.

#### **PREFERRED QUALIFICATIONS**

**Experience** – Experience in a Higher Education environment with emphasis in student unions, student activities, student development, and/or copy-editing experience preferred. Supervision experience.

#### **WORK ENVIRONMENT**

Employees in this position work indoors and outdoors. Occasional evening and weekend hours are required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Regular public contact required. Must be able to lift 50 pounds unassisted. Ability to handle multiple tasks, adhere to deadlines and work under pressure required.

## **CONDITIONS OF EMPLOYMENT**

This is an exempt position with work hours based upon the duties and responsibilities which need to be completed. This position is employed by the Loker University Student Union, Inc. and is subject to related personnel policies and procedures. Employment is on an at-will basis and can be terminated by either an employee or the LSU at any time with or without cause or advanced notice. Permanent status can neither be obtained nor granted.

A general background check (including criminal records check) must be completed satisfactorily before any candidate can begin a position. Failure to complete the background check satisfactorily may affect the application status of applicants or continued employment of current LSU employees who apply for the position.

LSU hires only individuals lawfully authorized to work in the United States.

## **EQUAL EMPLOYMENT OPPORTUNITY**

LSU is an Affirmative Action/Equal Opportunity Employer. Applicants for employment will be considered without regard to race, color, religion, ancestry, national origin, age, sex, gender, gender identity/expression, sexual orientation, genetic information, medical condition, marital status, disability, covered veteran status, or other status.

## **COMPENSATION**

\$5200 monthly anticipated starting salary; a complete benefits package is available upon hiring.

## **CLOSING DATE**

The position will remain open until filled. Priority review of applications will begin April 8, 2022.

## **APPLICATION PROCEDURE**

Apply to the position at [lsucsudh.org](http://lsucsudh.org) A Professional Employment Application and resume must be submitted for candidate consideration.