**Position Title**  
Associate Director for ASI  
  
**Department**  
Administration  
  
**Employee Name**  
  
**Supervisor**  
Executive Director  
  
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### Department Summary

Associated Students Incorporated prioritizes students’ needs, and authentically advocates for them through lobbying and non-violent demonstrations at the federal, state, system, and campus level while ensuring students opinions are objectively heard and thoroughly considered in every decision affecting them. Associated Students Incorporated also provides significant services, funding, and intellectually diverse programs that improve the holistic educational experience enabling students successful. The ASI programming departments provides students, faculty, and staff with opportunities to stay healthy, have fun, and enhance their education and development experiences through diversity and recreational related activities and learning.

### Summary of Position

The Associate Director is one of two senior administrative staff for Associated Students Incorporated at Cal State East Bay an auxiliary organization in the California State University system. The corporation has an annual $2 million budget, 7 full-time employees and a number of student employees. Immediate supervision of the following departments and corporate responsibilities are as follows:

Reporting to the Executive Director, the Associate Director is responsible for the operation and oversight of the Marketing & Special Events departments; departmental Human Resource functions; and other key areas. Including but not limited to management of all administrative aspects of these departments and the implementation of policies and directives adopted by the Board of Directors.

Under the general supervision of the Executive Director, the Associated Director will also be the lead advisor the ASI Senate and Programming council. This position will work the ASI Budget Analyst and the ASI Business Services Manager sharing a dotted line reporting structure directing them on operational issues related to programming. This position is an exempt at-will position and serves at the pleasure of the Associated Students, Inc.

### Role/Function of the position

List the major functions of the positions with the % time base allocated to each function

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<tr>
<th>% Time Base</th>
<th>Position Functions</th>
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<tbody>
<tr>
<td>30%</td>
<td><strong>Administrative Functions:</strong></td>
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<td>- Maintain general oversight of the Operations of the Special Events and Marketing departments. Provides time and effort to become familiar with problems, priorities, and current work in progress activities of these departments.</td>
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<td>- Provides guidance related to policy interpretation, legal, and industry regulations as well as strategic initiatives directly related to the ASI mission and strategic plan.</td>
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<td>- Work closely with staff, Budget Analyst and Executive Director to develop all budgets and tracking for all revenues, expenditures, payroll, and accounting functions.</td>
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<td>- Work with ASI supervisors and staff to oversee implementation of all marketing tracking systems and needs for programming.</td>
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<td>- Provide benchmark statistics, analysis, and reporting on marketing outreach and activity based programs as needed.</td>
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<td>- Meets at least bimonthly with the respective ASI supervisors and/or staff to discuss and coordinate the marketing and programming needs.</td>
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<td>- Serves as lead advisor to the Programming Council and ASI Senate, both individually and as a group, in areas of leadership and student government, as well as goal-setting, academic progress and overall student success.</td>
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**Programming Supervision**
• Directly supervise the development, planning, marketing and direction of assigned programs of supervision: Special Events, Programming Council, Board of Directors and Senator Initiatives.
• For programs that fall under direct supervision, coordinate marketing, policies and procedures for user registration, collection of fees, and providing facility and program information.
• Determine the eligibility of users of programs that fall under direct supervision and collect appropriate user information and records.
• Conduct assessments and analyses of programs to ensure effectiveness and campus awareness.
• For programs that fall under direct supervision, develop and implement safety, risk, injury, crowd control, and emergency response management procedures striving for a safe and fair environment for participants, programs, and facilities.
• Develop and implement policies and training around appropriate programming based upon standards put forth by National Association for Campus Activities (NACA) or other related entities.
• Coordinate signage, promotion, and dissemination of information regarding areas of direct supervision.
• Support the promotion of other ASI and ASI sponsored activities
• Direct and monitor global efforts of ASI activities and program marketing including social media, web, print media, audio/visual channels.

Personnel Functions:
• Provide leadership and oversight of department Human Resource functions including payroll, staff recruitment and performance reviews within software database.
• Recruit, hire, train, supervise and evaluate full time employees in charge of Special Events and Marketing.
• Support Special Events and Marketing department coordinators in training, recruitment and hiring of student assistants
• Recruit, hire, train, schedule, supervise and mentor student employees, volunteers, and interns assisting with program areas under direct supervision.
• Serve as a resource person and advisor for individual students to promote and enhance student development.
• Conduct retreats or trainings as needed and develop a strong professional team and student development model.

Customer Relations/Interdepartmental Communication
• Develop and maintain collaborative relationships with on and off-campus entities including, but not limited to the following: ASI Staff, ASI Board of Directors, Dept. of Kinesiology, Intercollegiate Athletics, Facilities Services, Student Life, Committee for Wellness and Health Promotion, Residential Life, Student Health Center, Police Services, and other key stakeholders as appropriate.
• Work with all department managers to ensure timely delivery of marketing requests and share as appropriate all upcoming activities with staff and the Board through internal channels.
• Bridge academic learning with extracurricular activities within the Diversity Center and Recreation/Wellness Center through the development of relationships with academic departments and other avenues of personal growth through experiential education.
• Maintain thorough communication with the Dept. of Kinesiology and Intercollegiate Athletics regarding policies and remain open to advisement from these areas to make shared resources, space, and efforts workable for all sports and recreation units on campus.
• Actively participate in staff meetings, staff trainings, regional and national organizations, campus committees and other departmental meetings as appropriate.
• Actively develop the role of ASI programming activities and services as part of the Student Life component on campus.
• Emphasize strong customer service ethic for all employees.

Minimum Qualifications of the position
List what is minimally required to apply for the position

Education:
A Bachelor’s degree in Higher Education Management, Recreation Administration, Business Management, Marketing or related field is required. A Master’s Degree in Higher Education Management, Recreation, Marketing, Business or related administrative field is preferred.

Experience:
5 years of combined marketing, programming, administrative, and management experience with increasing responsibilities in budgeting and finance, campus recreation, and governance in a university setting, or related fields

Experience working closely with a nonprofit student Board of Directors, student leaders, or student committees

Strong knowledge of programming, diversity, operations, risk management, and staffing

Experience developing budgets, fiscal controls and accounting with prior successful experience with oversight of revenue generation, and prudent purchasing practices

Knowledge of and experience in personnel and employer-employee relations programs and procedures

Experience developing, producing, marketing and evaluating departments, programs and events

Experience working with and supervising a diverse population and experience working with student organizations

- Degree Level
  - [ ] High School Diploma
  - [x] BA/Bs
  - [ ] Master's Degree
  - [ ] PhD/EdD

- Degree Major
  Recreation Administration, Marketing, Higher Education, Business, Public Administration, etc.

- Degree Level Desired
  - [ ] High School Diploma
  - [ ] BA/Bs
  - [x] Master's Degree
  - [ ] PhD/EdD

- Desired Degree Major
  Higher Education Management, Recreation Administration, Business Management, Marketing or related fields

Required Knowledge Skills and Abilities
Must be proficient in desktop publishing, word processing and have intermediate experience with spreadsheets, databases, graphics, internet, social media and e-mail. Must have prior successful experience with fiscal responsibility, including oversight of revenue generation, prudent purchasing practices, annual budget development and budget monitoring. Requirements include strong knowledge of marketing, programming, operations, staffing. Must have strong ability to evaluate operations and implement infrastructure improvements. Must have prior experience with policy and procedure development and implementation. Should have a basic understanding of and commitment to sustainable practices. Must be able to provide leadership and vision to Campus Recreation, Special Events, and Marketing Departments.

Must have excellent delegation skills and the ability to supervise, train, and evaluate both full-time staff and student staff. The position also requires a strong commitment to student development practices. Requires excellent attention to detail, strong organizational skills, and excellent oral and written communication skills. Must have a strong understanding of customer service and building relationships with key campus and community stakeholders.

Position requires sitting for extended periods; frequently standing and walking; normal manual dexterity and eye-hand coordination; lifting and moving objects weighing up to 20 lbs.; corrected hearing and vision to normal range; verbal communication; use of office equipment, including computer, telephone, and copiers.

Work is performed in an office environment and throughout the campus areas during student programs; continuous contact with other staff, students, faculty, and the public. Some evenings and weekends may be necessary for special events and activities.

I have read this job description and I understand all my job duties and responsibilities. I am able to perform the essential functions as outlined with or without reasonable accommodation. I understand that my job may change on a temporary or regular basis according to the needs of my location or department without it being specifically included in the job description. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my immediate supervisor or a member of Human Resources.

I have discussed any questions I may have had about this job description prior to signing this form.

Signature of Employee ___________________________ Date __________

Signature of Supervisor ___________________________ Date __________

Signature of HR Director ___________________________ Date __________