



Associated Students, San Jose State University
One Washington Square
San Jose, Ca 95192-0128

Position Title: Associate Director, Marketing & Programs
Position Department: Administration
FLSA Status: Exempt
Full/Part-Time: Full-Time
Compensation Range: \$95,500 - \$135,000, annually
Reports to: Executive Director

Click [here](#) to apply!

Associated Students Summary

Associated Students' (A.S.) mission is to support and represent the students of San José State University by continuing the organization's legacy of student advocacy and leadership; to enhance SJSU students' education through high quality programs and services; and to prepare students as they move towards a thoughtful and purposeful life after graduation.

A.S. is a non-profit auxiliary corporation serving the students of San Jose State University whose primary source of funding is from mandatory student body fees. A.S. Departments include the Cesar Chavez Community Action Center, Child Development Center, General Services Center, Human Resources, Information Technology, Events, Marketing, Print & Technology Center, Student Government, and Transportation Solutions.

Position Summary

The Associate Director, Marketing and Programs is responsible for the administration and supervision of all Associated Students (A.S.) marketing, programs and assessment functions. This position directly supervises and provides direction to the Cesar Chavez Community Action Center (CCCAC) Manager, Events Coordinator, and Marketing Manager.

Essential Functions

- Provide oversight responsibility through the recruitment, training, supervision and evaluation of staff for the following departments: Marketing, Events, and Cesar Chavez Community Action Center.
- Provide leadership in the growth and development of the following departments: A.S. Events, CCCAC, and Marketing.
- Monitor department initiatives and provide strategic guidance and analysis. Make recommendations to improve effectiveness and efficiency of the organization.
- Develop, administer and analyze learning outcome assessments for Associated Students staff, student assistants, Board, volunteers and program participants.
- Conduct regular focus groups, needs assessments, and surveys to ascertain campus views, overall services and programs, customer satisfaction and perceptions of Associated Students and its programming efforts on an as-needed basis.
- Provide direction to staff in the areas of people skills, legal compliance, conflict resolution, and risk management.
- Collaborate with the Human Resources department to develop and implement employee programs, such as all-day student trainings and staff retreats.

- Support the organization's master planning function. Drive strategic initiatives and the development of long-term growth plans and engagement goals, in consultation with the Executive Director.
- Participate in annual budget development and responsible for the fiscal oversight and budget projections support for the CCCAC, Events and Marketing departments.
- Ongoing analysis of respective departments to ensure funds are expended within approved budget and in the most cost-effective manner.
- Ensure that contracts for all programs and services adequately address all issues relative to the specific program or service being contracted for, including customizing contracts where necessary or appropriate. Ensure that all projects meet organizational deadlines and documentation for contract execution, accounts payable, and audit compliance.
- Serve as an advisor to the Board of Directors and A.S. committees, both individually and as a group, in areas of leadership and student government, as well as goal setting, academic progress and overall student success.
- Assist assigned departments in the identification and examination of risk, as well as the selection of risk control and risk management solutions.
- Participate as an active member of A.S. team, the Division of Student Affairs, the University at large, and in committees and task forces as directed.
- Foster internal and external partnerships with key University and Community stakeholders to enhance the A.S. brand and create positive networks.
- Represent the Executive Director at various meetings as assigned.
- Serve as a resource to Campus Life partners in development of campus wide events and initiatives.

Knowledge, Skills, and Abilities

- Experience supervising professional staff
- Training and development experience
- Experience planning and implementing events and activities
- Experience advising students individually or in groups
- Experience in planning and implementing large scale and high-profile events
- Excellent communication skills (both written and oral)
- Organizational skills, as well as ability to coordinate multiple projects simultaneously in a timely manner
- Established track record as a collaborator in the workplace, within the immediate department and within a larger institution
- Strong interpersonal skills and political acumen
- Ability to interpret and apply policies and procedures to a variety of situations
- Ability to be resourceful and to take initiative
- Use initiative and resourcefulness in planning work assignments and implementing long-term program improvements
- Demonstrated capacity to work effectively and efficiently in a multi-ethnic environment that is fast paced at times
- Ability to effectively present information and respond to questions from managers, staff and customers
- Ability to establish and maintain cooperative working relationships with A.S. managers, staff, students, student organizations, the campus community, Executive Director, the Board of Directors, and the Chancellor's Office
- Ability to clearly express ideas and directions verbally and in writing
- Ability to manage effectively and to work with minimal direction, as well as be resourceful and independent in solving problems

Work Environment, Hours and Physical Demands

- This job operates in an office environment and routinely uses standard office equipment.

- Work hours are Monday through Friday, 8:00 AM – 5:00 PM. Occasional evening and weekend work may be required as job duties demand.
- Must be able to operate a computer, including a keyboard and mouse, and phone.
- Must be able to occasionally lift or carry office or event products or supplies, up to 40 pounds.
- Occasional overnight travel to conferences required.
- Attend events during daytime, evening or weekends as necessary to ensure success.

Other Duties

- This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Activities, duties, or responsibilities may change at any time, with or without notice.

Required or Preferred Education and Experience

- Must have a Bachelor's Degree in one of the behavioral sciences, business administration, public administration, marketing, or related field.
- Minimum 5-7 years of progressive professional experience in higher education with emphasis in student activities, residence life, or student development.
- Must have a minimum of 3 years of experience in a supervisory or leading position within an organization.
- Experience with assessments (ability to formulate assessment instruments that garner usable data, interpret data, draw conclusions and report findings).
- Knowledge of design principles and brand management preferred
- Master's degree in a related field preferred

Notes to Applicants

The person holding this position is considered a mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 Revised July 21, 2017 as a condition of employment.

This position may be exposed to sensitive or personal information and is required to comply with the requirements set forth by the Integrated CSU Administrative Manual 8000 series and Associated Students Information Security Standards as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily after a conditional offer of employment. Failure to satisfactorily complete the background check may affect a conditional offer of employment.

Equal Employment Statement

Associated Students provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. A.S. provides reasonable accommodations for applicants with disabilities who self-disclose.

Applications

Applicants must submit a complete application through the Associated Students applicant tracking system, ADP. Only complete applications will be considered.

Deadline

Application review begins April 5th. The position will remain open until filled.

Click [here](#) to apply!