



Marketing Coordinator FAQ

What is the Marketing Coordinator?

The Marketing Coordinator is a member of the ASB Executive Council responsible for working with the Events Coordinator in overseeing the marketing, promotion, and advancement of all ASB sanctioned events. In addition, responsibilities will include oversight and maintenance of ASB website and calendar.

How do I know if being the Marketing Coordinator is right for me?

The Marketing Coordinator is one who desires greater responsibility and leadership opportunities within the administration of the ASB Council.

The Marketing Coordinator should aspire to be:

1. Gifted administratively.
2. Motivated by a servant's heart.
3. Characterized by a teachable spirit.
4. A proactive leader.
5. A creative visionary and problem solver.
6. Committed to authentic relationships with the community.
7. Seeking a life characterized by biblical principles to the glory of God.

The ASB Marketing Coordinator does not fit into one kind of mold. The above characteristics are listed as a guidepost to help you identify if the opportunity of ASB Marketing Coordinator is right for you.

What are the Marketing Coordinator responsibilities to the campus?

The Marketing Coordinator is responsible to keep the campus updated and informed through various marketing venues. All of these functions are described in the ASB Constitution and By-Laws (on reserve in the Powell Library). The Marketing Coordinator must be able to delegate and manage people.

What meetings are expected?

1. The Marketing Coordinator meets with the ASB Full Council weekly. (1.5 hrs per week)
2. The Marketing Coordinator meets with the Executive Council weekly. (1.5 hrs per week)
3. The Marketing Coordinator meets in "committee" on an "as needed" basis. ["committee" is administrating with a group assigned to a particular task/s] (3-4 hrs per week)
4. The Marketing Coordinator attends the SLS Training class. (1.25 hrs per month.)

With all the expectations and responsibilities asked of the Marketing Coordinator, how many estimated hours per week will this commitment involve?

The Marketing Coordinator will serve an average of 20 hours a week.

How do you become the Marketing Coordinator?

1. Acquire, complete, and return the SLS Application according to their individual specifications.
2. Upon completion of SLS application, sign up for an interview appointment at the Office of Campus Ministries.
3. ASB President-elect will appoint the Marketing Coordinator under the supervision and authority of the ASB Advisor.

Is there any monetary compensation?

Yes, this is a compensated position.

What if I still have more questions?

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