

RamEvents Student Coordinator Position
Marketing Coordinator
Campus Activities, Lory Student Center

Ram Events Mission

RamEvents at Colorado State University is charged with creating incredible experiences that reach all students through programming and service. The vision of RamEvents is to have a transformational impact on the lives of every student.

RamEvents Purpose

RamEvents will strive to live out its mission and vision by working to enhance the Lory Student Center (LSC) and its community atmosphere. RamEvents exists to:

- *Develop high quality, student-centered programs within the LSC*
- *Be accountable to and inclusive of all CSU students*
- *Serve historically marginalized and misrepresented communities*

Marketing Coordinator Job Responsibilities

- Work with and provide leadership to a student committee that designs, plans, markets, implements, and evaluates events that meet the needs and interests of CSU's diverse community.
- Educate yourself about and challenge yourself around issues of diversity, inclusion, and social justice in order to better work with and reach everyone within the CSU community; be thoughtful of the impact of programming and marketing choices.
- Ability to build and maintain a mutually beneficial relationship with all collaborators.
- Collaborate with RamEvents Event Programmers to plan and implement programs as a program support.
- Evaluate the effectiveness of past and current marketing strategies used for RamEvents programs.
- Provide guidance and support to Event Programmers in the development of innovative and effective marketing campaigns for RamEvents programs (approximately 80 per year).
- Maintain professional and up-to-date communication with all members of RamEvents.
- Further develop the RamEvents brand and provide leadership for the staff in adhering to RamEvents and CSU branding standards.
- Responsible for the RamEvents marketing budget.
- Maintain communication with the CSU campus community via the RamEvents website, social media (RamLink, Twitter, Facebook, Instagram), and other electronic and print media.
- Serve as a member of RamEvents Promotion Team and assist in the development of RamEvents brand.
- Be informed of campus event planning policies at all times and actively seek additional information as needed.
- Be aware of campus programs and events, and proactively seek out other groups which to collaborate with.
- Be aware of and intentionally educate yourself around popular culture, as well as campus, local, national, and international news and trends.
- Represent and support the mission and values of Colorado State University, the Lory Student Center, Campus Activities, and RamEvents.
- Attend all staff meetings and trainings. Weekly staff meetings are held on Tuesdays from 5:00 – 7:00 PM.
- Attend summer and winter retreats.
- Assist in the regular maintenance and upkeep of the office environment.
- A minimum of 20 hours a week which includes staff meetings, event planning, attendance at other RamEvents and/or Campus Activities programs and events, and additional office hours as needed.

Qualifications

- Applicants must be enrolled at Colorado State University in a certificate/degree seeking program and, if hired, be enrolled in one credit or more each semester during their employment.
- Ability to relate to and assist all members of the widely diverse campus community.
- Ability to engage in self-reflection and have an interest in increasing their, as well as others, understanding of issues of social justice and diversity.
- Strong organizational skills.
- Desire to excel at event planning and marketing in a team-oriented environment.
- Good conflict management and problem-solving skills.
- Ability to work well and quickly under pressure.
- Self-motivated and willing to work independently.
- Willingness to demonstrate leadership skills within a peer group.
- Excellent communication skills.

Other Information

This position reports to professional staff members within Campus Activities. Compensation will be paid in a bi-weekly stipend based on an estimate of 20 hours per week.

This position is on-campus, located within the Lory Student Center, and every effort is made to work around students' class schedules. There will be weeknight and occasional weekend commitments. Training for this position will begin on March 31, 2017.

If a student desires, the staff will assist student employees in completing and submitting all paperwork required to receive class credit for internship. Requirements for class credit vary by college; applicants should contact their advisor for a detailed list of internship requirements. This position is open to all majors.

Where to Apply?

Applications are available at ramevents.colostate.edu. For full consideration, please submit a resume and completed application by **February 19, 2017**. Work Study is NOT required but happily accepted.