

## **California State University San Marcos**

### **VOLUNTEER DESCRIPTION - Involvement Opportunity**

**Project Name:** Associated Students, Inc.

**Job Title:** HYPE Ambassador

**Hours per Week:** 4 hours bi-weekly in the Fall & Spring semester

**Length of Appointment:** Fall 2021 – Spring 2022

**Purpose of the Job:** HYPE Ambassadors serve all of ASI specifically with the ASI Media and Communications Team through HYPE team, which contributes to marketing programs and initiatives. The goal is to implement new and current marketing tactics such as tabling and social media to communicate what's going on in ASI. ASI is made up of 5 areas: Board of Directors, Campus Activities Board, Cougar Pantry, Front Desk, and Media and Communications. The HYPE team provides the opportunity to get involved with the community by volunteering at programs throughout the Fall and Spring semester.

#### **Primary Duties and Responsibilities**

##### **Administrative**

- a. Maintain updated Basecamp files for each individual project and calendar.
- b. Complete timesheets by approximately the 15th and last day of the month.
- c. Provide the Media and Communications Outreach Specialist with semester availability prior to the commencement of each semester & notify Outreach Specialist of schedule changes as soon as possible.
- d. Keep up with the HYPE Team's agenda notes and update prior to meeting.

##### **Training and Staff Meetings**

- a. Attend HYPE/ASI Orientation (dates TBD)
- b. Attend HYPE trainings (dates TBD).
- c. Attend HYPE bonding sessions (dates TBD).
- d. Attend and participate in bi-weekly team meetings unless given 3 days notice.
- e. Opportunity to attend ASI L.E.A.P. training workshops to build strengths in Leadership, Ethics, Awareness, and Professionalism.

##### **Responsibilities**

- a. Provide feedback on marketing ideas and methods by attending each meeting prepared.
- b. In the Fall semester, each HYPE member must familiarize themselves with ASI by attending or help market...
  - i. at least 2 Cougar Pantry activities
  - ii. at least 2 Board of Directors
  - iii. at least 2 Campus Activities Board
- c. Participate in promotional videos and/or photographs.
- d. Design and create digital media for HYPE to post as well as repost projects created by the Media and Communications team.
- e. Be knowledgeable of ASI policies regarding social media and inclusiveness.
- f. Other ASI-related tasks as assigned.

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#### **Job Qualifications**

##### **Knowledge of**

- a. Social media and own a smartphone.
- b. The mission, vision, and values of Associated Students, Inc. of California State University San Marcos.

##### **Ability to**

- a. Effectively use google calendar, e-mail, social media, and other job-specific technology
- b. Write and verbally communicate clearly and accurately.
- c. Effectively manage time and multiple projects both individually and collaboratively, take initiative, and be self-directed.
- d. Stay well-informed of current events on campus and general campus climate.
- e. Maintain effective, inclusive, and positive communication with members of the ASI staff, attendees of ASI programs, and campus community.
- f. Ability to work as an effective member of a team.
- g. Maintain mature, responsible, and sensitive communication towards cultural differences.
- h. Establish healthy, mutually beneficial relationships with others.
- i. Be punctual, professional, and dependable.

##### **Benefits**

- a. Free ASI swag HYPE team welcome package.
- b. Marketing & leadership experience.
- c. Gain experience working cooperatively as part of a team.
- d. Have opportunities to get involved in ASI and potentially a job for the following year.
- e. Strong interpersonal skills and the ability to work collaboratively with diverse students, staff, faculty, and community members.
- f. Community and campus connections.
- g. Gain knowledge of marketing planning, development, implementation, and assessment.

##### **Education**

- a. Must be currently enrolled in at least 6.0 units and in good standing at California State University San Marcos and maintain a minimum cumulative and semester GPA of 2.0.

**Hourly Wage:** Volunteer

**Prepared by:** Julianna Castro, Media and Communications Specialist, on June 10, 2019