



Jenni Chang



January 30, 2023

Dear Jenni:

I am pleased to offer you the position of Director of Organizational Communication and Outreach for Associated Students Inc., California State University, Fullerton.

Attached you will find a job description, which outlines the specific duties for the position we are offering you. Also listed below are employee benefits and other specifics of your employment with Associated Students Inc., California State University Fullerton. Your responsibilities are provided in the attached job description and include other duties as assigned by your immediate supervisor, or other member of ASI Management.

- 1) In this exempt role, your annual compensation will be \$125,000.00. You will be classified as an exempt employee, which means that you will not be eligible for overtime pay.
- 2) You will report to Dave Edwards, Executive Director, and he can be reached by email at [daveedwards@fullerton.edu](mailto:daveedwards@fullerton.edu) or 657-278-7740.
- 3) Your work schedule will be 8:00am-5:00pm, Monday through Friday unless circumstances warrant adjusting that schedule, and being approved by your immediate supervisor. You are required to take at least a 30-minute unpaid lunch break, to begin by the end of the 5<sup>th</sup> hour of work, and you will be entitled to 2–10-minute paid rest breaks in an 8-hour shift. The timing of those rest breaks should be agreed upon between you and your immediate supervisor.
- 4) Your first 12 months of employment with Associated Students, CSUF, Inc. is considered an Introductory Period. Completion of the Introductory Period does not guarantee continued employment for any specified period of time.
- 5) Your employment is At-Will, meaning you are free to leave Associated Students, CSUF, Inc. at any time, without cause and/or notice, and Associated Students, CSUF, Inc. likewise has the right to terminate your employment at any time, with or without cause or notice. Only the Executive Director has authority to enter into any agreement for employment.
- 6) Benefits include accrual of 16 hours of vacation and 8 hours sick leave per month. You will be eligible to participate in the health, dental, and vision insurance program the first day of the month following your effective date of employment.
- 7) Our offer to hire you is contingent upon the following:
  - (a) Submission of satisfactory proof of identity along with your legal authorization to work in the United States. A list of the documents to verify your identity and your authorization to work in the United States is available at the U.S. Citizenship and Immigration Services website: <https://www.uscis.gov/i-9-central/form-i-9-acceptable-documents> Details as well as instructions regarding your personal documentation are provided through this link. Please bring your documents with you on your first day of work. Failure to provide sufficient proof of identity and work authorization may delay your start and could potentially invalidate this offer of employment.
  - (b) As a requirement of your employment on the CSU Fullerton campus and in order to add you to the CSU-Fullerton systems and directories, you will be required to produce your Social Security Card.
  - (c) Your employment is also contingent upon acceptable screenings prior to your first day of employment. These include:
    - (i) Reference Check

- (ii) Pre-Employment Screening
- (iii) Live Scan Screening

- 8) Proof of compliance with the CSU COVID-19 vaccine and booster is required. This consists of submitting proof of vaccination to Associated Students Inc., CSUF on your first day. If you have a medical condition or religious reason that prevents you from receiving a COVID- 19 vaccination, you may file for an exemption through Human Resources. Associated Students Inc., CSUF Management will review your exemption and determine whether your exemption will be approved.
- 9) Effective date of hire, you will be automatically enrolled in CalPERS Retirement at Tier 3, where 7.003% of your salary will be deducted from your paycheck on each pay date. The current PEPR calculation is 2% at 62. If you have any further questions, please contact CalPERS directly.
- 10) Although your initial assignment is in the Marketing, Communication, and Design department, you may be transferred to another department as business needs dictate.
- 11) Following the receipt of your signed acceptance of this offer letter and job description along with the completion of all contingencies listed in section 7 of this letter, unless otherwise negotiated, you may begin your employment with Associated Students Inc., CSUF. Human Resources will contact you to set your start date. You may report directly to Human Resources at 8:30 AM beginning your first day.

If you agree with and accept the terms of this employment, please sign below, and return this letter to our office.

It is with great pleasure that we welcome you to the Associated Students Inc., CSUF team. We look forward to a mutually successful business relationship. If there is anything that we can do in order to make your employment with Associated Students Inc., CSUF successful and enjoyable, please do not hesitate to contact me, your supervisor, or ASI Management.

Sincerely,



Andrea Okoh  
*Human Resources Director*  
Associated Students Inc., CSU Fullerton  
657-278-7060

CC: Dr. Dave Edwards, ASI-CSUF Executive Director

I, \_\_\_\_\_, accept the terms of this offer of employment as stated in this letter, meaning you are free to leave Associated Students, CSUF, Inc. at any time, without cause and/or notice, and Associated Students, CSUF, Inc. likewise has the right to terminate your employment at any time, with or without cause or notice. Only the Executive Director has authority to enter into any agreement for employment.

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_



**HUMAN  
RESOURCES**

## Job Description

**Job title: Director, Organizational Communication and Outreach**

**Comparable: Administrator II**

**Work Location: ASI Marketing Department**

**Division/Department: Marketing and Communications**

**Reports to: Executive Director**

### Supervisory Position

☒ Yes  
☐ No

☒ Exempt  
☐ Nonexempt

☒ Staff  
☐ Student

☒ Full-time  
☐ Part-time

### Essential Duties and Responsibilities:

Under the general direction of the Executive Director of Associated Students Inc, CSUF, the Director, Organizational Communication and Outreach is responsible for developing and executing communications and marketing strategy for Associated Students Inc., CSUF (ASI). Position will work collaboratively across campus to develop campaigns to increase student involvement and engagement with ASI programs, events, and activities. This includes setting an overarching strategic direction for communication, outreach, and marketing as well as overseeing communications functions inclusive of content development, creative engagement, and direct response marketing, as well as setting the overall communication and marketing direction and priorities to support corporate initiatives and organizational impact. This position will provide leadership to the ASI Marketing and Communication Department to elevate Associated Students Inc., CSUF's profile, improve the efficiency of marketing and communications, and execute the corporation's brand through strategic marketing and communications plans. The Director, Organizational Communication and Outreach collaborates with the corporation's leadership team to advance the organization's mission and raise the visibility of ASI and its activities and services to CSUF and the community. Additionally, the Director develops and updates the Marketing & Communications Plan for Associated Students Inc, CSUF.

Diversity, Equity, and Inclusion are core values of Associated Students Inc. CSUF. We believe that the educational environment is enhanced when diverse groups of people with diverse ideas come together to learn. The Director, Marketing and Organization Communications will support ASI's DEI plan in all programming, services, and interactions.

The duties of this position include but are not limited to:

- Organization/Corporate/Strategic Communication
  - Develops communications and marketing strategies and plans to support ASI objectives. This includes setting an overarching strategic direction for marketing, outreach, and communications, defining audiences, overseeing message development, and working closely with the senior management throughout ASI to reinforce and coordinate messaging efforts.
  - Advises the Executive Director, Board of Directors, and ASI Student Government on communications strategies and initiatives. Develops and manages the strategic plan for ASI's communication to relevant constituencies including, students, prospective students, staff, faculty, and campus community.
  - Works closely with departments across ASI to ensure coordination, alignment, and reinforcement across all external messaging to relevant constituencies. Participates in campus communication committees to coordinate and amplify messaging.
  - Leads the assessment of ASI-wide marketing and communications needs across audiences and channels. In collaboration with Senior Staff, sets priorities for organizational communication needs.
  - Oversees and provides strategic direction for all content and communications plans in support of ASI, to include direct marketing appeals, engagement messaging and social media; event communications and marketing; newsletters; internal communications; and other communications as needed.
  - Participates in the development of effective social media messaging to internal and external audiences.
  - Establishes and manages internal mechanisms for all communication content development and dissemination,

includes facilitating review and approval hierarchies and protocols.

- Provides data driven decision making on communication strategies.

- **Marketing**

- Oversees the development of engaging communications pieces consistent with Associated Students Inc, CSUF's brand messaging such as newsletters, direct mail, advertising, as well as event and program marketing plans to attract attention and generate interest and participation.
- Develops Associated Students Inc., CSUF templates and coordinates the appearance, editorial direction, design, production, and distribution for all forms of communication including but not limited to social media, websites, email.
- Ensures all marketing materials and website pages are inclusive, accessible, and current.
- Oversees marketing campaigns to ensure coordination with the cohesive ASI branding scheme.
- Ensures professional, culturally sensitive, and visually appealing marketing materials that complement the ASI brand image and reflect the diverse student population and values of California State University, Fullerton.

- **Communication**

- Creates and delivers press releases, media relations content, case studies, white papers, executive biographies, corporate newsletters, and social media with a high attention to detail to ensure clarity, brevity, and efficacy.

- **Outreach**

- Develops new and maintains existing social media accounts into mature, robust messaging platforms while growing engagement rate. Identify departments and voices to add to social media channels for appropriate messaging to reach internal and external communities.
- Drives the strategy for Associated Students Inc, CSUF's social media, website traffic, and other emerging media based on current marketing trends and data.

- **Administration, Team Management and Strategic Planning**

- Provides leadership and manage the Marketing, Communications, and Design professional staff, students, and interns; establishes annual goals; monitors progress; communicates job expectations; and conducts reviews and evaluations
- Sets overall marketing direction and priorities to support corporate initiatives and organizational impact.
- Oversees all aspects of the Marketing and Communication Department, including financial and administrative.
- Represents the Associated Student Inc, CSUF on university committees and task forces with particular reference to marketing and communications
- Conducts training for ASI staff for in-house development on marketing and communications protocols

- **Policies and Procedures**

- Analyzes, develops, and recommends appropriate policies and procedures for implementation, and conducts regular reviews for compliance with federal, state, and other applicable agency regulations, such as CSU Communications Policies, FCC regulations, etc.
- Develops and maintains Marketing Department Procedures Manual.
- Develops and maintains relevant policy and procedures for all forms of social media ASICSUF engages.
- Develops and updates Marketing & Communications Plan for Associated Students Inc, CSUF.

**Education:**

- Bachelor's degree in Marketing, Public Relations, Communication, or another related academic major required
- Master's degree preferred

**Experience:**

- Minimum five years' experience in organizational marketing and/or public relations, college or university administration or closely related field which has demonstrated possession of the knowledge and abilities necessary to supervise the various units herein described.
- Three years of supervisory experience preferred. A successful combination of education and experience may be considered to meet either requirement.

**Knowledge and Abilities:**

- Demonstrated ability to creatively conceive and implement concepts, guidelines, and strategies in various projects
- Demonstrated experience working in service organization management. Demonstrated ability to work effectively within a complex setting and to organize, schedule, train, and supervise college student and full-time staff. Work effectively with coworkers, customers, and others by sharing ideas in constructive and positive manner, listening to and objectively considering ideas and suggestions from others, keeping commitments, informing others of work progress, timetables and issues, addressing problems and issues constructively to find mutually acceptable and practical business solutions, addressing others by name, title or other respectful identifier, and respecting the diversity of our work force in actions, words and deeds.
- Must be able to interpret and carry out policies as they relate to the activities of individuals or groups making use of ASI

resources (such as electronic marketing systems, etc.).

- Must possess strong written English language skills; ability to write and edit concise, effective promotional text. Must have a working understanding of journalistic writing techniques.
- Must possess general knowledge of layout and design for promotional print material and web-site content.
- Ability to conduct public speaking engagements on behalf of the Associated Students Inc.
- Must possess strong interpersonal skills; ability to motivate student volunteers and employees and to engender support for various programs and projects. Must be physically able to perform duties as outlined.
- Ability to rapidly acquire knowledge of the overall operation, function, and programs of the Associated Students Inc. Demonstrated ability to make decisions and carry through actions having implication with regard to other programs or service areas of the ASI.
- Knowledge of marketing techniques and presentation skills for the promotion of the ASI and its services, increasing visibility within campus and the surrounding community.
- Must have general knowledge of the methods and problems of organizations and management. Ability to use initiative and resourcefulness in planning work assignment and in implementing program improvements. Ability to gather and analyze data; ability to reason logically, draw valid conclusions, and provide appropriate information in both oral and written forms. Ability to prepare and manage budgets as well as financial and cash reports.

**Additional Requirements:**

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Typical Physical Requirements:

- Ability to perform the essential job functions consistent safely and successfully with the ADA, FMLA and other federal, state, and local standards, including meeting qualitative and/or quantitative productivity standards.
- Ability to maintain regular, punctual attendance consistent with the ADA, FMLA and other federal, state, and local standards
- Frequently required to sit, talk, listen and walk; manual dexterity and eye-hand coordination; corrected hearing and vision to normal range; clear verbal communication.

Special Requirements

Employment will be contingent on a satisfactory employment history and criminal background investigation. If driving on organizational business, a valid driver's license and current auto insurance must be on file at all times and must meet CSURMA driving standards.

**Print Employee Name:**

**Employee signature:**

**Date:**