### JOB DESCRIPTION:
Under general direction, coordinates campus marketing programs and services for the Office of Student Affairs & Engagement Programs and the Associated Students; coordinates the Student Resource Center (SRC); assists with student center operations; plans workshops and seminars for student leadership development; serves as an advisor for students; provides training and support for technology in the SRC; assists with operations of the campus student center.

### SCOPE:
The Coordinator, Student Resource Center & Marketing Programs supervises the SRC including assisting students with use of computers, copiers and basic need resources and services; advises and assists students in student leadership development and marketing committee activities; coordinates and assists with marketing activities and operations of the student government revenue programs; supports leadership development programs and other student success and retention activities, and special events for Student Affairs & Engagement Programs.

### KEY DUTIES AND RESPONSIBILITIES:
*Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.*

1. Coordinates the SRC computers and copy center services, maintains cashier operations; and may assist with ID operations.
2. Provides information and referral services to students on transportation, food, housing and other basic need resources necessary for student success and retention; collaborates with community partners to provide support and services.
3. Coordinates and assists in the implementation of marketing and outreach activities and services for the Associated Students and Student Affairs & Engagement Programs.
4. May serve as the Advisor for the student government marketing committee including the support of programs, activities and services related to the marketing of Associated Students revenue sources and membership benefits.
5. Assists in the coordination of campus community open houses and education fairs.
6. Serves as the primary customer service contact for students, staff and faculty in the SRC.
7. Assists in the coordination of student leadership programs, including developing and implementing events, activities, workshops, and meetings designed for student success and retention.
8. Assists with the operations of the campus student center including facilities and service requests, event logistics, display cases, digital displays, and equipment procurement.
9. Assists in the marketing and promotion of department events, activities and services.
10. Monitors and updates designated web pages.
11. May provide assistance with club events and activities.
12. Serves as a resource to students on District and department policies and procedures.
KEY DUTIES AND RESPONSIBILITIES – Continued

14. Compiles data and prepares reports.
15. May serve as a lead worker to other classified staff in the area.
16. Hires, trains, supervises and evaluates student and short-term, non-continuing employees.

EMPLOYMENT STANDARDS

ABILITY TO:
Provide training and direction in the use of equipment; maintain security of copy/print machines and cashier operations; track and compile statistical information; maintain budgets; plan and coordinate events and activities in a higher education environment; maintain cooperative working relationships; communicate clearly and effectively both orally and in writing; and demonstrate a sensitivity to, and respect for a diverse population.

KNOWLEDGE OF:
Policies and procedures related to the Family Educational Rights and Privacy Act of 1974 (FERPA) and Title 5 regulations, the Student Code of Conduct and the Club Handbook; community resources and services; best practices in student development theory to advising students in clubs, student government and other student affairs programs; standard office productivity software, ID systems, copying and printing equipment.

Preferred additional knowledge: Understanding of copyright laws and District policies.

MINIMUM QUALIFICATIONS:
Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:
Associate’s degree. Bachelor’s degree preferred.

Experience:
Some (approximately 1-2 years of full-time equivalent experience) experience in student services, leadership development or related area.

LICENSE OR CERTIFICATE:
This classification may require some travel to local organizations and companies. Requires the use of a personal vehicle while conducting District business. Must possess a valid (Class C) California driver’s license and an acceptable driving record, proof of insurance, and vehicle registration and licensing.

SPECIAL REQUIREMENTS:
Ability to lift up to 50 lbs. unassisted.