



**SGA Marketing Coordinator**

**By Monday, April 24th at 5pm:**

*The following must be submitted to the SGA Office, including:*

- Application Page
- Typed responses to questions
- Resume
- Spring 2017 class/work schedules
- Sealed character reference form (can be submitted to [sga.vp.admin.services@biola.edu](mailto:sga.vp.admin.services@biola.edu))
- Training and Meeting Agreement (signed)
- Academic and Community Standing Form (signed)

*All portions of application must be submitted by the above due date or your application will not be considered valid or complete.*

**Questions:** Please contact SGA VP of Administrative Services, Angel Jesudasen, at [sga.vp.admin.services@biola.edu](mailto:sga.vp.admin.services@biola.edu)



**Position: Student Government Association Marketing Coordinator**

**BIOLA UNIVERSITY JOB DESCRIPTION 2017-2018**

Division of Student Affairs: Student Government Association

Position: Student Government Association Marketing Coordinator

Overview: The Student Government Association (SGA) Marketing Coordinator works directly with the Vice President of Community Relations and the Senate to effectively communicate to the student body concerning events and SGA operations. Ultimately, the Marketing Coordinator's underlying task is to ensure all marketing and communications strategies and content promote a consistent, positive image among SGA's audiences in line with the organizational mission and standard professionalism.

Duties

1. Work closely with senators and communications intern to edit and publish weekly senate newsletters.
2. Work closely with the VP of Community Relations to write and publish the bi-weekly SGA external email newsletter.
3. Manage content posted on all social platforms including Facebook, Twitter, YouTube, and Instagram.
  - a. Give value to social media content by developing social media objectives, strategies and tactics to inform and engage audiences most effectively
  - b. Listen to audience and monitor relevant conversation on social media, appropriately responding and engaging
  - c. Create and manage an organization-wide social media content calendar
4. Assist the VP of Community Relations in keeping the SGA website up to date.
5. Regular 1x1's with the VP of Community Relations.
6. Assist VP of Community Relations in developing internal communications between all departments in SGA.
7. Oversee SGA publicity tabling events (Clubs Fair, University Day Biola Fair, etc.)
8. Communicating with the Chimes and pitching stories for articles.
9. Expected to maintain good communication daily through e-mail and text
10. Help train and transition the incoming Public Relations Coordinator for the following school year during the Spring Semester.

Supervision Received: Vice-President of Community Relations, SGA Advisor

Qualifications: Excellent writer/copy editor (spelling, syntax, punctuation, etc.) and knowledgeable of information that is necessary to communicate. Able to adapt language and tone based on the purpose and audience (staff, faculty/administration, students, community, etc.). Strong verbal communicator, particularly when training staff or consulting other departments. Must be able to manage multiple tasks across multiple departments along with striving towards the following skill set: digital/web savvy, creative, detail-oriented, aesthetically-minded. Strong organizational and servant leadership skills. Able to take initiative and problem solve. Willing to support and encourage other SGA leaders as a member of a team and receive direction from supervisors. Commitment to acting as a representative of the student body with integrity and professionalism. Ability to work effectively and ethically with a diverse population of students, University staff, faculty, and community members. Willingness to explore personal cultural identity and to engage in discussions and interaction with diverse others.

Education:

At the time of election or appointment and throughout service, the candidate must maintain a cumulative grade point average of 2.50 on a scale of 4.00, have completed at least two semesters at Biola University with a full-time student status, and be currently enrolled as a full-time student. He/She must also comply with Biola's Community standards. Failure to fulfill any of these requirements shall result in immediate forfeiture of office.

Recommended Skills:

Demonstrate a high degree of competence in the areas of communications and social media management, preferably with knowledge of public relations and/or marketing theory. Understands social media strategy and knows how to optimize the different platforms and leverage analytics. Knows how to use communication/management technology and tools (Google Drive, Gmail, Microsoft Office, Hootsuite, etc.). Basic knowledge of the Adobe Suite including Photoshop, InDesign, Dreamweaver, and Illustrator are preferred. Proficient knowledge of Hootsuite. Excellent knowledge of social media platforms, including but not limited to: Facebook, Twitter, and Instagram.

Hours Worked: 10 hours, 9 months.



## **GENERAL REQUIREMENTS**

To qualify for candidacy as an SGA Staff Member:

- One must be at Biola at full-time status or, if having transferred from another college or university, have completed at least one semester at Biola with full-time status and be currently enrolled as a full-time student.
- One must be in good academic standing and maintain a cumulative grade point average of 2.5 on a 4.0 scale upon hiring and throughout term.
- One must maintain full-time status throughout serving in the position unless graduating after the Spring Semester of his or her term of office, in which case he or she must take at least six units during the Spring Semester.
- One must hold and maintain good standing with Biola's Community Standards.

Violations of these requirements may result in termination at any point throughout one's term in office.



**Application for the Marketing Coordinator**

*Please include a resume with your application.*

Name \_\_\_\_\_ Cell \_\_\_\_\_

Student ID #: \_\_\_\_\_ Class Status \_\_\_\_\_ Anticipated Graduation Date: \_\_\_\_\_

I plan to carry \_\_\_\_\_ units next fall semester; \_\_\_\_\_ spring semester

Major \_\_\_\_\_ Vocational Objective \_\_\_\_\_

Please list all other extra-curricular activities/employment possibilities in which you may participate next year.

Please provide typed answers to the questions below.

1. What do you think most uniquely qualifies you for this position?
2. What innovative ideas do you have for hearing and representing the student voice through the Community Relations department?
3. Please explain any experience you have had with managing non-personal social media accounts.
4. This has been the second year of SGA as a rebranded organization (formerly AS). Many students are still confused about the purpose of SGA. In what ways would you work to improve students' knowledge of SGA role in the Biola community?



**Character Reference Form:**

You must have one character reference complete the reference form. Please list their name below. You may choose from a pastor, mentor, current or former professor, employer, advisor or supervisors. **Do not choose a friend, peer or family member. Return the reference form in a sealed envelope to the SGA/SMU Office or via email to Angel Jesudasen at [sga.vp.admin.services@biola.edu](mailto:sga.vp.admin.services@biola.edu) by the application deadline.**

Name of Reference; his/her relationship to you

1. \_\_\_\_\_



**SGA Application Character Reference Form**

\_\_\_\_\_ (APPLICANT'S NAME) is applying for the position of \_\_\_\_\_ within the Student Government Association and Student Missionary Union at Biola University for the 2017-2018 academic year. As a member of SGA and SMU, the applicant is expected to act as a representative of the student body and work as a member of a team to give voice to the students' needs and concerns. (Please ask applicant for details of the position for which the he/she is applying.)

I, the applicant, waive the right to have access to this reference form.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**How long and in what capacity have you known the applicant?**

**Please rate the applicant's strengths and weaknesses in relation to the characteristics below on a scale of 1-5. *Feel free to make comments if necessary.***

**Poor (1)      Below Average (2)      Average (3)      Above Average (4)      Excellent (5)**

\_\_\_\_\_ Humility      \_\_\_\_\_ Servant-mindedness      \_\_\_\_\_ Flexibility

\_\_\_\_\_ Team-oriented      \_\_\_\_\_ Self-awareness      \_\_\_\_\_ Dependability

\_\_\_\_\_ Organization      \_\_\_\_\_ Follow-through      \_\_\_\_\_ Ability to listen

\_\_\_\_\_ Ability to relate to different types of people      \_\_\_\_\_ Leadership skills      \_\_\_\_\_ Ability to manage stress

**Please respond to the following questions.**

Many positions in SGA and SMU require students to supervise their peers. This can often be uncomfortable or even lead to conflict among staff members. How well do you believe the applicant could handle supervising his or her peers?

How does the applicant handle responsibility and follow-through when he or she is not closely supervised?

Do you believe the applicant would make a good role model for his or her peers?

Please take the time to make some specific comments about the applicant and their potential as a leader. Please feel free to attach additional sheets if necessary. We've found that such information proves especially helpful in making final decisions.

**Overall, how would you recommend the applicant for this position?**

\_\_\_\_\_ I would strongly recommend.

\_\_\_\_\_ I would recommend with reservations.

\_\_\_\_\_ I would not recommend.

Your name \_\_\_\_\_ Position/Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone number \_\_\_\_\_

**Please return form to applicant in a sealed envelope or directly to the Student Government Association office at Biola University Student Government Association, 13800 Biola Ave, La Mirada, CA 90639. You may also email it to Angel Jesudasen at [sga.vp.admin.services@biola.edu](mailto:sga.vp.admin.services@biola.edu).**





**Academic and Community Standing Form for SGA Marketing Coordinator**

I \_\_\_\_\_ waive the right for the Director of Student Programming/SGA  
Advisor to:

Yes

Check my academic standing with the Registrar, and

Check my community standing with Student Care.

I understand that I am not an eligible candidate until my good community standing has been confirmed. I further understand that my election/appointment to office is conditional upon meeting the requirements for both good academic and community standing at the conclusion of the Spring 2017 semester.

Signature \_\_\_\_\_ Date \_\_\_\_\_



### Training and Meeting Agreement 2017-2018

I, \_\_\_\_\_ understand that my hiring/appointment is contingent upon being available and committed to attend ALL of the following:

1. **Mock Senate Meeting:** Thursday, April 6, 2017: 3:00 p.m. - 4:30 p.m.
2. **Passing the Baton:** Friday, May 5, 2017: 7:00 p.m. - 9:00 p.m
3. **New Staff Training Weekend/Retreat:** Friday, May 5, 2017 - Saturday, May 6, 2017
4. **SGA Staff Returns:** Wednesday, August 16, 2017
5. **SGA All-Staff Retreat:** Wednesday, August 16, 2017 - Friday, August 18, 2017
6. **SGA Fall Training:** Sunday, August 20, 2017- Friday, August 25, 2017
7. **Classes Begin:** Monday, August 28, 2017
8. **Weekly Senate Meetings:** Thursdays: 3:00 - 6:00pm: Fall 2017 - Spring 2018
9. **Spring Training:** Friday, January 5, 2018- Saturday, January 6, 2018
10. **SCORR Conference:** Friday-Saturday in February TBD

Signed \_\_\_\_\_ Date \_\_\_\_\_