

ASUW Experimental College

Associated Students University of Washington

Title: Public Relations Coordinator
Reports To: Director / Assistant Director

Starting Salary: \$8.25 per hour
Hours: 15 hours per week

JOB SUMMARY

The PR Coordinator is responsible for developing and maintaining a detailed promotional and advertising campaign for the ASUW Experimental College. PR responsibilities include the maintenance and updating the development of advertising, instructor newsletters, and working with the Director/Assistant Director in the planning of promotional events. This position will also serve as the liaison between the Experimental College, the media, and the general public.

JOB RESPONSIBILITIES

- Develop and maintain relationships with media representatives on and off campus.
- Produce a quarterly instructor newsletter.
- Prepare and distribute press releases and flyers.
- Develop ads, flyers, and other promotional items.
- Develop and maintain files and records regarding promotional campaigns, media contacts, and maintain Experimental College archives.
- Work as a team leader to implement advertising plans.
- Help with office projects and registrations.
- Perform customer service functions.

JOB QUALIFICATIONS

- Strong written and verbal communication skills.
- Knowledge of marketing techniques and an understanding of public relations tasks:
 - Press releases
 - Press kits
 - Media relations
 - Customer service
- Experience working with Microsoft Office.
- Ability to work independently and as part of team.
- Ability to meet deadlines.
- Creative and outgoing.
- Strong phone skills and previous office experience preferred