**Outreach & Multimedia Marketing Director Job Posting**

**Hiring Department**

Associated Students of the University of Missouri (ASUM) Central Office

**The Associated Students of the University of Missouri (ASUM) is accepting applications for the 2025-2026 Outreach & Multimedia Marketing Director.** ASUM is a student lobbying organization funded and operated by students. Founded in 1975, ASUM represents the interests of University of Missouri System students to lawmakers in Jefferson City and UM System administrators.

The mission/purpose of ASUM is to:

* Educate students about the political process.
* Increase political awareness, concern, and participation among students.
* Provide the public with information concerning student interests.
* Channel student energy and interest in the governmental process.

Applications for the position are due to the ASUM Central Office via email on **Wednesday, April 17th, 2024**. Interviews will be conducted between **April 18th– and April 19th**, with the final decision to be made by **April 19th**. The students chosen to be Legislative Directors will be compensated from July 1st, 2024, to May 31st, 2025.

For questions about the application or responsibilities of the position, please contact the current Executive Director, Bailey Martin, at [baileymartin@mail.missouri.edu](mailto:baileymartin@mail.missouri.edu).

**Important Dates**

* Wednesday, April 17th – Application Due at 11:59 pm to [baileymartin@mail.missouri.edu](mailto:baileymartin@mail.missouri.edu)
* Thursday, April 18th – Friday, April 19th - Interviews will be conducted via Zoom.
* Friday, April 19th – New Director will be announced.

**Job Description**

ASUM is currently seeking an Outreach & Multimedia Marketing Director for the 2024-2025 academic year. The Outreach & Multimedia Marketing Director will work alongside other ASUM Central leaders at the direction of the Executive Director to develop and promote ASUM’s advocacy work and legislative platform across the four UM System universities, community stakeholders, and program alumni. The Outreach & Multimedia Marketing Director will oversee media campaigns and outreach strategies to cultivate higher engagement across ASUM's social media platforms. They will use software like Adobe and Canva to generate original content specific to ASUM education, outreach, and recruitment goals. Additionally, the Director will be the primary administrator of ASUM’s official website and will be expected to keep it up to date with information relevant to ASUM’s mission. This position requires a self-motivated, innovative individual who enjoys collaborative work in an ever-changing environment. *Responsibilities for this position will officially begin July 1, 2024.*

Other duties include but are not limited to:

* Attending monthly ASUM Board of Directors meetings.
* Following and accurately communicating the ASUM legislative platform as established by the ASUM Board of Directors and the Executive Director.
* Collaborating with the Legislative Directors and Executive Director in order to maintain continuity within the Legislative Internship Team and ASUM Chapters.

**Compensation**

The Outreach & Multimedia Marketing Director will receive a $3,000 honorarium to be paid out monthly. All ASUM-related travel will be reimbursed on a monthly basis.

**Hours**

The Outreach & Multimedia Marketing Director is expected to work on average 5 hours/week. Some evening and weekend responsibilities may be required.Occasional travel to the Missouri State Capitol in Jefferson City may be required but will be reimbursed.

**Minimum Qualifications**

Must be a current, full-time student in good standing at one of the four University of Missouri System universities with plans to continue as a student within the System from July 1st, 2024, to May 1st, 2025. Please review the following minimum qualifications and expectations of all applicants:

* **Enrollment status:**You must be currently enrolled full-time at a University of Missouri System university (MU, UMKC, S&T, or UMSL). This includes the Fall 2025 and Spring 2026. You are not required to be enrolled during summer semesters.
* **Background check:**ASUM will request a background check for all applicants. Hire status is always conditional upon successful verification.
* **Academics:**As a student leader, it is important to continue to demonstrate a commitment to your studies and academic excellence. Students are required to be in good academic standing consistent with MU, UMKC, S&T, or UMSL policies. If you are unclear as to your current academic standing, please communicate with your academic advisor.
* **Student conduct:** As a student leader, it is important to demonstrate the ability to abide by university regulations and state and federal laws. You must maintain a clear student conduct record for the duration of your employment as ASUM Executive Director.
* **Experience:** Beginner experience with content creation and social media management on behalf of an organization, including a student organization or business, is preferred.

**Preferred Qualifications**

* Pursuing a degree in marketing, communications, journalism, or other related fields that touch on outreach and marketing.
* Experience cultivating social media engagement and creating strategic campaigns to increase followers and traffic to social media platforms.
* Familiarity with ASUM’s mission and participate in ASUM programming at the chapter level.

**Information about the Associated Students of the University of Missouri**

ASUM is a nonpartisan, student-led organization serving all students of the University of Missouri System (UM System). The purpose of ASUM is to educate students about the governmental decision-making process; to increase student civic awareness, concern, and participation; to provide the public with information concerning student interests; and, to channel student energy and interest in the governmental decision-making process.

For more information, view our current [website](https://www.umsystem.edu/ums/aa/asum) and [social media](https://twitter.com/UM_ASUM) or email our current Executive Director, Bailey Martin at [baileymartin@mail.missouri.edu](mailto:baileymartin@mail.missouri.edu).

**ASUM Outreach & Multimedia Marketing Director Application**

***for the 2024 – 2025 academic year***

**Name:**

**Year:**

**How many more years do you expect to be at a University of Missouri institution** *(If next year is the last year, the answer is 1.)***:**

**Phone number:**

**University email:**

**Local address:**

**Applicants must submit:**

1. A resume or curriculum vitae
2. A cover letter (1 page) that addresses each of the following areas:
3. Please describe any distinguishing characteristics that make you uniquely qualified for this position, including any prior experience in the realm of social media and marketing. Also, describe areas in which you believe you have room for improvement.
4. Explain what civic engagement means to you.
5. Thoroughly describe all outside commitments (work, classes, campus organizations) you will have throughout the next academic year.
6. A media campaign proposal (1-3 pages)
7. Each year in the fall, ASUM recruits interns from across the four campuses for our Legislative Internship Program in the spring. Applications typically open in October and close in November. Using the [ASUM internship job description](https://docs.google.com/document/d/10fgtcBulSDFxhh9L3SCdytwfLw4Rl9rR/edit), create a month-long media and outreach campaign proposal, including post drafts, outreach groups, and other materials necessary. Be mindful that ASUM is a system-wide organization, so ensure that materials are not campus-specific.

**Please put all required material into one pdf document for submission.**

Applications should be submitted via email to [baileymartin@mail.missouri.edu](mailto:baileymartin@mail.missouri.edu). Applications are due by April 17th at 11:59 PM; interviews will be scheduled with individual applicants. If you have any questions, please get in touch with Executive Director Bailey Martin at [baileymartin@mail.missouri.edu](mailto:baileymartin@mail.missouri.edu).