Position Title: COORDINATOR OF MARKETING & GUEST SERVICES (Administrative Analyst/Specialist – Exempt I)

Recruitment #: #2079

Full/Part-Time: Full-Time

Employment Type: Temporary, ends on or before June 30, 2017. Any continuation beyond June 30, 2017 is contingent upon satisfactory performance and available funding.

Bargaining Unit: R09

Salary: $3,897 - $6,326 per month Exempt

Department: Student Housing & Residence Life

Available: Immediately

Special Conditions: Background/ Fingerprint

Sensitive Position: Yes

Posted: October 14, 2016

Closing Date: This position will remain Open Until Filled

Positions are open to all interested applicants, both on and off campus, unless this is an on-campus only recruitment.

APPLICATION PACKET REQUIREMENTS
This position requires (including those on campus) submission of:

- A standard CSU, Bakersfield job application (download at: http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html)
- Names of three professional references
- Copy of degree/transcripts/typing certificate, if required
- Brief description of how you are qualified for this position by virtue of your interest, aptitude, education and experience required.

The Coordinator of Marketing and Guest Services is responsible for coordinating the marketing of student housing, including operations of all guest services. Guest services will be defined as anyone who stays overnight in our facility that is not a CSUB student working toward their degree requirements. The position will also provide for the marketing of on-campus housing to current and prospective students through the development and execution of a successful marketing plan which includes such elements as promotional materials, communications, and events. The position will be responsible for all social media and presentations of housing to the community.

DUTIES:
- Coordinates the marketing and implementation of a comprehensive guest services and conference program at CSUB.
- Develops annual conference calendar and conference budget in consultation with the Associate Director and other University staff.

California State University, Bakersfield is committed to Equal Employment Opportunity. Applicants will be considered without regard to gender, race, age, color, religion, national origin, sexual orientation, genetic information, marital status, disability or covered veteran status.
• Serves as the primary campus contact for guest services and conferences held at CSUB and serves in the function of housing facilities services coordinator.
• Is proficient at developing effective relationships with prospects and clients.
• Provides for the effective marketing and selling of conference space, student housing, food service, and university facilities.
• Negotiates with internal and external groups for the scheduling and pricing of conferences consistent with an approved plan for availability and cost.
• Coordinates all aspects of conference operations, including setup, parking, staffing, volunteering, food service, day-to-day activities, supplies, security, set up, and clean up.
• Serves as the primary contact for all conference groups. Indirectly responsible for the operation of the food and beverage as it relates to conferencing.
• Develops and implements strategies for all operations, focusing on customer service improvements and operational efficiency.
• Must be able to create change across all areas.
• Responsible for execution of a world-class service experience and a sound and efficient operation.
• Effectively resolves customer complaints to ensure a high level of quality and customer satisfaction.
• Develops policy and procedures for all conference planning and operations for approval by the Director of Student Housing & Residence Life, the VPSA, and other stakeholders, as appropriate.
• Works closely with Procurement and Safety & Risk Management to ensure that all conferences meet university regulations for activities on campus.
• Develops and executes an effective assessment program for continuous improvement and evaluation of the CSUB Guest Services and Conference program in coordination with the Assistant Director of Residence Life.
• Collaborates with program managers, coordinators, and directors on the development of policies and procedures; monitors the ongoing implementation of agreed standards and ensures that conferences delivered across programs meet the minimum standards.
• Reviews and reports on guest services and conference projections and results.
• Provides for the timely and effective turnover of housing and meeting facilities for use in the Fall.
• Supervises all conference staff, including interns and student assistants.
• Ensures a safe environment for the facility users as well as employees.
• Generates and implements innovative ideas for conferences in order to achieve financial and programmatic objectives.
• Represents the program through participation in campus meetings, recruitment, and special projects at CSUB and in the external community.
• Serves as liaison and works with University Marketing and Communications and the media for the purpose of marketing and presentation of conferences.
• Responds to all website, telephone and email queries received. In conjunction with other campus departments, ensures that conference contract obligations have been met in advance of conference group arrival.
• Coordinates conference budget so that expenses are reasonable and appropriate, and that the overall program and each individual group generate a profit.
• Develops and executes a comprehensive marketing plan as a part of the overall CSUB student recruitment and retention effort.
• Develops a calendar of promotional activities, programs and communications to inform prospects and current residents about the advantages of on-campus living for personal development and academic success.
• Works closely with the Assistant Director of Residence Life and the Assistant Director of Operations and Management, which includes an effective communication effort with prospective and current students for promoting campus housing.
• Represents Housing, Student Affairs and CSUB at functions, conferences, and professional organizations related to the role.
• Performs additional related duties, as assigned.

REQUIRED QUALIFICATIONS: The individual selected will have a Bachelor’s Degree or equivalent (attach copy of college transcripts to employment application to demonstrate qualifications), preferably in student personnel administration, minimum of three years of progressive experience in Student Affairs and at least 6 months of experience coordinating conferences and/or guest services or closely related experience. Demonstrated planning and organizational skills, ability to build and maintain strong working relationships and ability to represent the university positively and persuasively to a variety of constituents. Must be flexible and resourceful, able to handle multiple conferences simultaneously and ability to work in a busy, dynamic environment. The successful applicant will also have worked with a diverse student population and have experience in residence life and/or student activities in a university setting. Must be willing to work some evenings and weekends.

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PREFERRED QUALIFICATIONS: A Master’s degree and five years of experience are preferred (attach copy of college transcripts to employment application to demonstrate qualifications). Experience working in a start-up university, marketing, and communication are a plus.

SCREENING: Only those applicants possessing experience most directly related to the immediate needs of the office will be invited to appear before a Qualifications Appraisal Board for the purpose of appraising training, experience and interest in the position.

CALIFORNIA STATE UNIVERSITY EMPLOYEES UNION: It shall be the policy of the CSU in filling vacant CSUEU bargaining Units 2, 5, 7 & 9 positions to fill such vacancies from among qualified individuals currently employed on-campus except when it is determined that it is necessary to appoint outside applicants to meet campus workforce diversity goals or to provide specialized skills and abilities that are not available from current employees.

BACKGROUND CHECK: A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

SENSITIVE POSITION: Sensitive positions are designated by the CSU as requiring heightened scrutiny of individuals holding the position, based on potential for harm to children, concerns for the safety and security of the people, animals, or property, or heightened risk of financial loss to the CSU or individuals in the university community.

MANDATED REPORTER: The person holding this position is considered a “mandated reporter” under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

GENERAL INFORMATION: It is the policy of California State University; Bakersfield to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees will be required to present documentation verifying their right to accept employment. You will also be requested to present a social security card at the time of initial appointment in compliance with state payroll regulations. State regulations require that every state employee sign the Oath of Allegiance prior to commencing the duties of his/her State employment, except legally employed non-citizens. These individuals are required to sign the Declaration of Permission to Work.

APPLICATION PROCEDURE: Official California State University, Bakersfield application forms must be completed in full and received in the Human Resources Office by 5:00 p.m. on/or postmarked by the specified closing date, unless otherwise indicated. Resumes are welcomed but will not be accepted in place of the official application. E-mailed or faxed applications or resumes will also not be accepted.

Applications are available outside the Office of Human Resources and may be downloaded from the Human Resources website. Candidates who reside outside the city of Bakersfield may contact the Office of Human Resources and request that an application be mailed to their residence. It takes a minimum of 4-6 weeks from the closing date for a position to be filled.

To check the status of your application, go to the Human Resources’ Job Opening/Status Inquiry page at http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html and click on the “Job Status” icon link. Applicants will not receive individual notifications. Upon submission, all application materials become the exclusive property of California State University, Bakersfield and will not be copied or returned.