

Vice President of Marketing - Petaluma

Job Summary

The Vice President of Marketing - Petaluma administrates the CubCard Premium program and promotion for the Petaluma Campus, such that new students are aware of the program before class registration begins; serves on the Petaluma Council and Student Finance & Benefits Committee; is responsible for increasing CubCard Premium sales on the Petaluma Campus; coordinates communication regarding media and outreach to students about Petaluma events; promotes the CubCard Premium Students Benefits Program to Petaluma Students; maintains the Students Benefits Program package; meets with the SGA Accountant to review the financial standing of the benefits program.

Job Description from SGA Bylaws

- A. Serve on the following SGA Standing Committees: Petaluma Council and Student Finance & Benefits Committee.
- B. Coordinate communication regarding media and outreach to students about Petaluma events.
- C. Promote the Students Benefits Program (CubCard Premium) such that all students are aware of the program and membership criteria before the class registration cycle begins for the next academic year.
- D. Maintain the Students Benefits Program package that includes both district and community discounts for the student body.
- E. Be responsible for increasing CubCard Premium sales.
- F. Meet with the SGA Accountant to review the financial standing of the benefits program.
- G. Work collaboratively with the Vice President of Student Life - Petaluma and members of the Petaluma Student Affairs Office to facilitate publicity for campus and club events.
- H. Collaborate with the SGA and Student Trustee, to hold at least one forum discussion during both the Fall and Spring semesters (SGA Bylaws Article III Section 4)

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