



Position: Coordinator of Student Activities, Orientation, Parent Programs, and Marketing (12-month live-in)
Institution: Alderson Broaddus University, Philippi, WV
Department: Office of Student Affairs
Supervised by: Associate Dean of Students
Supervises: Orientation Leaders

About the Institution:

Located in the beautiful foothills of the Appalachian Mountains, on a hilltop overlooking the small town of Philippi, WV, Alderson Broaddus University has been creating success in a caring community for 136 years. A college of "firsts," including the first nursing program in West Virginia and the first baccalaureate program for Physician Assistants in the nation, AB offers 32 academic programs, with the largest enrollments in health-related and professional education programs. AB is currently ranked in the top tier of Southern Regional Baccalaureate Colleges and enrolls approximately 1,100 students; a majority of which live on campus.

Position Duties:

The Coordinator of Student Activities, Orientation, Parent Programs, and Marketing is a twelve-month, live-in professional who is integral in enhancing the greater mission of the University through student-centered services and learning. Recognizing the unique opportunities Student Affairs has to encourage the cognitive, personal, spiritual, and social development of students, the Office of Student Affairs will contribute to the University community in the following ways:

- Provide a safe, secure, and trusting environment
- Build a community through communication and respect
- Provide opportunities for teamwork amongst faculty, staff, and students
- Create a compatible environment between academics and the residence halls
- Facilitate an environment conducive to self-awareness and personal growth
- Maintain a healthy and civil living environment
- Holding students responsible for their actions while treating them with respect
- Prepare students for life after college through citizenship
- Encourage and increase student involvement

Student Activities Duties:

The Coordinator of Student Activities is responsible for establishing short and long term goals and objectives of co-curricular programming at Alderson Broaddus University. The Student Activities Coordinator will aid in the holistic development of AB students by developing, planning, promoting, staffing, and assessing a wide range of diverse events and programs for the campus community. The position will also promote student development and learning

objectives to encourage the development of a diverse student population by supporting intellectual, social, cultural, and recreational activities.

The Coordinator of Student Activities provides overall supervision and direction to AB non-Greek student organizations and focuses on areas including: student leadership development, student organizational development, advisor training, and civic & social justice engagement. The Student Activities Coordinator is responsible for advising and mentoring students, faculty, and staff for the purpose of improving and enhancing campus life. The Student Activities Coordinator serves as Advisor to the Campus Activities Board. The Student Activities Coordinator is responsible for fiscal authority for program funds and establishing and managing budgets. This person is also responsible for the oversight of student participation in campus-wide, tradition-based programs such as Homecoming and Family Weekend.

Orientation, Parent Program and Marketing Duties:

The Coordinator of Orientation, Parent Programs and Marketing will be responsible for developing, planning and implementing orientation programs such as New Student Orientation, Athletic Orientation, and Transfer Orientation. The Coordinator of Orientation, Parent Programs and Marketing will work with other campus partners to ensure continuity and synergy among all programs for new students. The Coordinator will help to develop, coordinate, facilitate and evaluate a training and selection program for upper class students to serve as Orientation Leaders in collaboration with the Associate Dean of Student Affairs. The Coordinator will also serve as a liaison for the families of undergraduate students who is tasked with establishing and managing successful relationships that result in increased student success and family affinity for the student experience at ABU.

The Coordinator of Orientation, Parent Programs and Marketing will also manage the marketing and social media outreach efforts of the Office of Student Affairs. The Coordinator will manage the on-campus communication system, including collecting, editing, and posting media and announcements on a regular basis.

On Call Duties:

Coordinators are required to participate in a rotation of 24-hour, on-call coverage throughout the year, including university break periods and summer sessions. Other night and weekend work will be required. Coordinators will typically be on duty 1 week/weekend every other month.

Qualifications:

Candidates must have an earned Bachelor's degree from an accredited institution by the position start date. A Master's degree in higher education, student affairs, counseling, or related field is strongly preferred, but not required. Candidates should have at least one (1) year experience working with student activities, student organizations, Orientation, parent programs, or marketing.

Anticipated start date is Summer 2017.

Alderson Broaddus University is an Equal Opportunity Employer and encourages applications from minority candidates.

Interested applicants may also send a cover letter, resume, and at least three professional references to:

Alderson Broaddus University

ATTN: Human Resources – Coordinator of Student Activities, Orientation, Parent Programs, and Marketing

101 College Hill Drive

Philippi, WV 26416

or email application materials to: **hr@ab.edu**