



JOB DESCRIPTION:	Student Activities Coordinator		
DEPARTMENT:	Student Life		
REPORT TO:	Assistant VP – Student Life		
EEO CLASSIFICATION:	Administrative Support Worker	FLSA STATUS:	Non-Exempt
CUPA HR CLASSIFICATION:	#543000	DATE APPROVED:	19-APR-2021
		DATE MODIFIED:	14-SEP-2026

SUMMARY: Responsible for the development and implementation of student programming, in coordination with the Director of Student Life & Student Success, as well as maintaining the front desk of the Student Life office and assisting with the food pantry. The Student Activities Coordinator will manage the social media and online presence for Student Life.

DUTIES:

1. Develops, coordinates, and implements student programming for WNMU main campus to include but not limited to programming that is geared to commuter, and on-line students.
2. Coordinates cultural programs to provide multicultural education to students.
3. Works with the Director of Student Life & Success and Assistant Vice President of Student Life to develop the WNMU Student Life webpage that focuses on providing resource information and programming.
4. Manages all facets of the Student Life social media platforms to include, but not limited to
5. Facebook, Instagram, and TikTok. Creates flyers for Student Life that can be used for Instagram, ROKU and Campus Groups. Ensure campus events are offered virtually.
6. Promotes student engagement, social awareness, responsibility, and academic success through student programming. Assists the department in implementing Welcome Week, Homecoming, and Great Race.
7. Responsible for continued First 40 programming to assist in student retention.
8. Consults and conducts preliminary contract and fee negotiations with artists, managers, and/or agents for programming. Produces financial and activity reports for programming.
9. Maintains equipment inventory, conducts security checks of equipment, schedule of usage, and makes and/or recommends purchases for programing, as appropriate.
10. Works with campus and community organizations to create collaborative programming.
11. Assists the Assistant Vice President of Student Life with the coordination and implementation of New Student Orientation events in the Fall.
12. Provides a broad range of administrative functions. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
13. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:**
 - a. **REQUIRED:** High School Diploma/GED and two (2) years related experience as student services/customer service, student activities, event/program coordination, administrative support, or a related area.
 - b. **PREFERRED:** Associates or bachelor's degree in a related field and/or experience working in

higher education. Bilingual (Spanish) preferred.

2. **Job Knowledge:** Experience including program development experience and experience working with special populations of students. Must be able to handle multiple deadlines and maintain accuracy. Must be sensitive to cultural differences within the University and community. Must have demonstrated knowledge and interaction with media outlets. Must possess strong communication and interpersonal skills. Must be sensitive to cultural differences within the University and community. Fluent in Microsoft Office Applications.
3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other Requirements:**
 - a. Valid Driver's License
 - b. Complete Defensive Driving Course within 6 months of role (if applicable)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)