MARKETING ASSISTANT
(EMPHASIS ON GRAPHICS)

PURPOSE
The SRC Graphic Designer is responsible for creating “branding” for SRC facility, programs, and services. He/she will assist the Marketing Student Manager with the design and production of all SRC promotional and marketing materials so that they are in line with the SRC visual identity guide.

SUPERVISORY DUTIES AND RESPONSIBILITIES
• None

PROGRAMMATIC DUTIES AND RESPONSIBILITIES
• Design and produce a wide variety of promotional materials including, but not limited to, flyers, posters, banners, promotional material, social media blasts, brochures, t-shirts, and advertising.
• Assume responsibility for all aspects of graphic design for the various SRC program areas.
• Maintain open, ongoing communication with full-time staff and student managers to determine promotional and marketing needs and timelines.
• Schedule and manage time appropriately for a variety of marketing projects.
• Assist with developing and maintaining SRC website as needed.
• Assist with production of promotional videos as needed.
• Assist the marketing team in developing and maintaining marketing projects and campaigns.
• Provide direct marketing to general campus and target audiences as needed.
• Research and recommend innovative promotional ideas and items.
• Keep work area organized, clean, and inviting.
• Maintain familiarity with evacuation plans and assist during major emergencies.

ADMINISTRATIVE SUPPORT DUTIES AND RESPONSIBILITIES
• Provide support to the Director and Coordinators on specific projects as needed and assigned.
• Represent the SRC and CSUB in a professional manner and act as an SRC ambassador at all times.
• Serve as a role model to other student staff and participants.
• Provide positive public relations and policy education to participants.
• Attend and contribute to all mandatory staff meetings, workshops, and retreats.
• Provide a friendly, inclusive, service-oriented environment for all staff and participants.
• Demonstrate awareness of, and appreciation for, individual uniqueness and diversity.
• Maintain a positive cooperate working relationship with staff and co-workers.
• Demonstrate commitment to student development and leadership.
• Maintain high standards and achieve high expectations.
• Maintain prompt hours and follow absence procedures.

REQUIRED QUALIFICATIONS
• Currently enrolled CSUB student with at least 8 undergraduate units and a minimum G.P.A. of 2.0, or graduate student with at least 4 graduate units and a minimum G.P.A. of 3.0.
• Evidence of graphic design knowledge and skills.
• Experience/knowledge in applicable computer software applications (Adobe Photoshop, Illustrator, InDesign, etc.).
• Ability to be highly organized and have good planning skills.

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• Ability to make deadlines and produce materials in a timely manner.
• Ability to work as part of a team and demonstrate time management skills.
• Certification in CPR, AED, and First Aid from either the American Red Cross or the American Heart Association within 30 days of hire.
• Genuine interest in a variety of individuals and commitment to providing quality service to diverse populations.
• Excellent oral and written communication skills.
• Candidates should be reliable, self-motivated, and should be able to solve problems and make decisions based on SRC mission and guiding principles.
• Willingness and ability to work early morning, night, weekend, finals, and quarter break hours.
• Portfolio of previous work or class projects required.

PREFERRED QUALIFICATIONS
• Understanding of design basics (line, color, shape, scale typography, layout, etc.).
• Experience/knowledge in graphic design theory and methods.
• Intermediate to advanced experience/knowledge in applicable computer software applications (Adobe Photoshop, Illustrator, InDesign, etc.).
• Understanding of different file types and uses for proper distribution/publication/production.
• Previous marketing experience.
• Intermediate knowledge of graphic design principles.
• General skill set and knowledge of “Writing Copy.”

CLASSIFICATION AND COMPENSATION
Student Assistant II - $10.00 per hour. 10-15 hours per week.

APPLICATION PROCESS AND DEADLINE
Applications can be found at the Student Recreation Center Welcome Desk, or online at http://www.csuv.edu/reccenter/employment.shtml. Included in the application is the "Tips for Applicants" sheet that will help prepare candidates for the selection process.

Completed applications are due on **mm/dd/yy by 5:00 p.m.** to the Student Recreation Center Welcome Desk.