MARKETING ASSISTANT
(EMPHASIS ON SOCIAL MEDIA)

PURPOSE
The SRC Social Media Marketing Assistant is responsible for the design and production of all SRC social media material. He/she will assist the Marketing Student manager and Graphic Designer in creating “branding” for SRC facility, programs, and services.

SUPERVISORY DUTIES AND RESPONSIBILITIES
• None

PROGRAMMATIC DUTIES AND RESPONSIBILITIES
• Create promotional, informational and other types of social media productions.
• Provide coverage of programs, services, and events as necessary in a timely and efficient manner.
• Responsible for social media content (campaigns, blasts, photo/video posts, event coverage, etc.).
• Maintain open and ongoing efficient communication with full-time staff and student managers to determine video marketing needs.
• Assist with graphic design projects as needed.
• Assist with developing and maintaining the SRC website 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.
• Other duties as assigned.

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 cooperative 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 video production knowledge and skills.
• Experience with various social media outlets – Instagram, Facebook, Twitter, Snapchat, YouTube, Pinterest, Periscope, etc.

PLEASE TURN PAGE OVER FOR ADDITIONAL INFORMATION
• Ability to be highly organized and have good planning skills.
• 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.
• Ability to make deadlines and multitask between various projects.
• Willingness and ability to work nights and weekends to cover a variety of programs and services (Outdoor Adventure trips, Intramural games, Group X classes, Wellness Workshops, Special Events, etc.).

PREFERRED QUALIFICATIONS

• Previous marketing experience.
• Ability to create and maintain social media contests, campaigns, hashtags, and outreach.
• Previous editing and producing experience.
• Previous photography and videography experience.
• Previous experience in handling different social media outlets.
• Experience/knowledge with various adobe creative programs (Photoshop, InDesign, Illustrator, etc.).

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.csub.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/yyyy by 5:00 p.m. to the Student Recreation Center Welcome Desk.