MARKETING ASSISTANTS
(EMPHASIS ON PHOTO AND VIDEO PRODUCTION)

PURPOSE
The SRC Photo and Video Production Marketing Assistant is responsible for the design and production of all SRC photos and videos. 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 photo/video productions.
• Provide both photo and video coverage of programs, services, and events as necessary in a timely and efficient manner.
• Maintain photography and video equipment on a regular basis – charge batteries, maintain inventory lists, clear memory cards, back up data as needed, report lost/stolen equipment.
• 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.

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 video production knowledge and skills.
• Previous photography and videography experience.
• Experience/knowledge in film theory and methods.
• Experience/knowledge in non-linear video editing systems and motion graphics. (Final Cut Pro X, Adobe AfterEffects, etc.).
• Experience/knowledge with various adobe creative programs (Photoshop, InDesign, Illustrator, etc.).
• Portfolio of previous work or class projects required.
• 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 weekend 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.
• Intermediate to advanced experience/knowledge with various adobe creative programs (Photoshop, Premiere, InDesign, etc.).
• Previous editing and producing experience.
• Experience with various social media outlets – Instagram, Facebook, Twitter, Snapchat, YouTube, Pinterest, Periscope, 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.csun.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.