STUDENT MANAGER
MARKETING

PURPOSE
The SRC Student Manager for Marketing reports to the SRC Coordinator for Communications, Special Programs, and Student Development. He/she assists in the development and delivery of all aspects of graphic design, social media, marketing, video, photography, and promotion. He/she is responsible for the vision, quality, and consistency of all creative work bearing the SRC brand. Additionally, he/she provides peer supervision to all student staff areas. The student managers also serve as a team that are expected to contribute to policy decisions, staff training and development, participant education, safety awareness and response, program assessment, and program promotion.

SUPERVISORY DUTIES AND RESPONSIBILITIES
• Assist in the day-to-day management and oversight of department-wide promotion, publicity, web page, social networking, and campus presentations.
• Provide daily peer supervision to 1 – 3 student Marketing Assistants and support the supervision of 75 total student staff.
• Provide orientation and training, performance feedback, motivation, and discipline to student employees.
• Assist in the recruitment and selection of quality student employees who represent the campus demographics.
• Conduct weekly staff area meetings with Marketing Assistants for policy interpretation, staff development, staff scheduling, resolving issues, and soliciting staff input.
• Supervise the conduct and daily performance of student staff area.
• Train staff in duties, policies, procedures, customer service, and risk management.
• Educate student staff and participants; adhere to, and enforce, all policies and procedures.
• The Student Manager for Marketing typical weekly work schedule will consist of the following:
  o Work regular scheduled shift totaling six hours as a Marketing Assistant (Graphics, Web/Social Media, Video).
  o Lead weekly Marketing Assistant staff meeting.
  o Weekly meeting with Coordinator.
  o Attend SRC Leadership Team meeting.
  o Two office hours five days a week – program promotion ideas & delivery, publicity preparation, advertising creation, researching best practices & current trends, vendor interaction, etc.

PROGRAMMATIC DUTIES AND RESPONSIBILITIES
• Assume responsibility for all aspects of SRC facilities, programs, and services in the absence of full-time staff.
• Assist in the development and implementation of systems and procedures to ensure employee and participant safety in all programs and facilities.
• Research current trends in collegiate recreation publicity, promotion, and outreach. Recommend and implement program ideas.
• Create and deliver program promotion and marketing. Assist in program-specific promotion.
• Provide creative/art direction to Marketing Assistants.
• Assist Coordinator in developing and executing SRC marketing strategies.
• Assist Coordinator and Marketing Assistants in events, including pre and post coverage.
• Respond to participant issues and provide positive public relations and service.
• Provide outreach support to various student groups to promote the program and solicit feedback.
• Assist in the creation, distribution, and compilation of assessment instruments to determine program effectiveness and participant satisfaction.
• Respond to participant issues and provide positive public relations and service.

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• Identify program equipment purchase needs; develop and maintain inventory control methods.
• Develop manuals for systems, procedures, policies, and staff training.
• Prepare and deliver presentations as needed.
• Prepare quarterly and annual reports, collect data, research solutions, and maintain program files.
• Regularly communicate program hours, events, results, accomplishments, etc.
• Participate in strategic planning for both short and long term projects related to SRC facilities, programs, and services.
• Develop and maintain quality control procedures for program area.
• Resolve participant conflicts and disputes with tact and diplomacy.
• Contact University Police when necessary due to problems that cannot be resolved with on-site personnel.
• Communicate maintenance, custodial, or security issues to appropriate SRC or campus personnel.
• Respond appropriately and as needed to all injuries, emergencies, and evacuations.

**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 with an extensive knowledge of the facilities, programs and services.
• 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 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.
• Previous supervisory, administrative, or leadership experience; preferably in a sport or fitness environment.
• Experience with, or awareness of, safety and risk management, budget management, assessment instruments, promotional methods, and marketing techniques preferred.
• Certification in CPR, AED, and First Aid from either the American Red Cross or the American Heart Association within 30 days of hire. Other advanced/specialized safety certifications preferred.
• Ability to work collaboratively with others or independently as the situation requires.
• Ability to take thoughtful risks, explore new ideas, be flexible, and adapt to change.
• Excellent organizational, planning, multi-tasking, and problem-solving skills.
• 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.
• Knowledge of Windows based computer systems and of Apple-based graphics programs.
• Willingness and ability to work early morning, night, weekend, finals, and quarter break hours.
• Ability to make deadlines and complete projects in a timely manner.
• Portfolio of previous work or class projects required.
• Employment is contingent upon satisfactory completion of a fingerprint check and may include a credit check.

**PREFERRED QUALIFICATIONS**
• Experience with marketing techniques, web design, graphic design, or promotions.
• Experience in recreation programming, event planning, or facility management/security.
• Intermediate to advanced knowledge/experience with Adobe Creative programs (Photoshop, Illustrator, InDesign, Premeire, etc).
• Knowledge/experience with HTML.
• Experience with Web Content Management System (WCMS), CSUB's website designer.
• Ability to manage multiple marketing projects and complete projects when Marketing Assistants are unavailable.
• Experience with photography and videography, including shooting, editing, and producing.
CLASSIFICATION AND COMPENSATION
Student Assistant II - $14.00 per hour. Maximum 20 hours per week. Regular work week consists of 15-18 hours.

APPLICATION PROCESS AND DEADLINE
Applications can be found at the Student Recreation Center Welcome Desk, the office of Community Engagement and Career Education, 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/yy by 5:00 p.m. to the Student Recreation Center Welcome Desk.