MARKETING ASSISTANT
(Emphasis in one or more of the following: Graphics, Video, Web Design)

PURPOSE
The SRC Marketing Assistant is responsible for creating “branding” for SRC facility, programs, and services. They are responsible for the design and production of all SRC promotional and marketing materials.

SUPERVISORY DUTIES AND RESPONSIBILITIES
• None

PROGRAMMATIC DUTIES AND RESPONSIBILITIES – GRAPHICS, VIDEO, WEB DESIGN
• 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.

GRAPHICS
• Design and produce a wide variety of promotional materials including, but not limited to, flyers, posters, banners, brochures, t-shirts, and advertising.
• Maintain open, ongoing communication with full-time staff and student managers to determine promotional and marketing needs and timelines.
• Assist with developing and maintaining SRC website as needed.
• Assist with production of promotional videos as needed.

VIDEO
• Create promotional, informational and other types of video productions.
• 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.

WEB
• Develop and maintain the SRC website and the SRC’s social networks.
• Maintain open and ongoing communication with full-time staff and student managers to efficiently update the SRC website and social networks.
• Assist with graphic design projects as needed.
• Assist with production of promotional videos as needed.

ADMINISTRATIVE SUPPORT DUTIES AND RESPONSIBILITIES – GRAPHICS, VIDEO, WEB DESIGN
• 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.

PLEASE TURN PAGE OVER FOR ADDITIONAL INFORMATION
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 and 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.

QUALIFICATIONS – GRAPHICS, VIDEO, WEB DESIGN
- 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 marketing experience preferred.
- 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.
- Willingness and ability to work early morning, night, weekend, finals, and quarter break hours.

GRAPHICS
- Evidence of graphic design knowledge and skills preferred.
- Experience/knowledge in graphic design theory and methods.
- Experience/knowledge in applicable computer software applications. (Adobe Photoshop, Illustrator, InDesign, etc.)

VIDEO
- Evidence of video production knowledge and skills preferred.
- 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.)

WEB
- Evidence of web design knowledge and skills preferred.
- Experience/knowledge in web design theory and methods.
- Experience/knowledge in PHP Software and CMS Systems. (Adobe Dreamweaver, Cascade CMS, 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/yy by 5:00 p.m. to the Student Recreation Center Welcome Desk.