

**Department: University Student Union/Campus Rec Position Reports to: Marketing Specialist**

**Position Title: Web and Social Media Assistant Exempt or Non-Exempt: Non-Exempt**

**Time Base: Maximum 20 hours/week**

**PURPOSE OF POSITION:**

Under general supervision, the University Student Union/Campus Recreation (USU/REC) Web and Social Media Student Assistant is an active team member of the marketing department who creates timely and effective communications through a number of different social media channels. This person will interact with the CSUSM community by posting updates, videos, pictures, and promotions on various forms of online mediums to promote the USU/REC and its offerings as part of the integrated marketing communications created by the marketing department.

**Job Description**

**Position Requirements:**

* Knowledge of many social media platforms.
* Strong language and writing skills.
* Detail oriented and able to meet deadlines.
* Knowledge of digital cameras and photo taking.
* Ability to use photo-editing and graphics software such as photoshop.
* Must be continuously enrolled at least half-time during the academic year. Undergraduate students (including credential students) must be continuously enrolled for a minimum of 6 units. Graduate students must be continuously enrolled for a minimum of 4 graduate level units.
* Must maintain 2.0 cumulative GPA.

**Responsibilities include, but are not limited to:**

* Create engaging social media content and posts for USU and REC social media outlets including but not limited to Facebook, Twitter, Instagram, etc.
* Attend and photograph USU and REC events.
* Participate in regular meetings and brainstorming sessions to create various integrated marketing communication campaigns.
* Contribute new ideas for how to engage community members online and encourage involvement in USU and REC Programs
* Communicate with other CSUSM campus employees regarding ideas for projects, status of projects, and communicating with REC/USU employees who request the services of the marketing department.
* Write web and newsletter copy with attention to detail and an understanding of the diverse views of groups and users that will encounter the text.
* Stay up-to-date with trends and developments in social media.
* Use web and social media analytics to inform decisions on best practices for content.
* Create measureable goals with Marketing Specialist for social media reach and generate a report on effectiveness.
* Update and review USU and REC websites to keep content current.
* Related tasks as assigned

**Hourly Rate**: Starting at $9.25/hour