



Job Description

Department: University Student Union

Position Reports to: Marketing & Digital Media
Coordinator

Position Title: Social Media Assistant

Exempt or Non-Exempt: Non-Exempt

Time Base: Average 12 hr/wk, Maximum 20 hours/week

This student assistant position is expected to be performed on campus. Based on CSUSM procedures for re-operation, there may be remote work assignment provide on a temporary basis.

PURPOSE OF POSITION:

Under general supervision, the University Student Union (USU) 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 and its offerings as part of the integrated marketing communications created by the marketing department.

Job Description

Position Requirements:

- Knowledge of multiple social media platforms.
- Strong language and writing skills.
- Detail oriented and able to meet deadlines.
- Knowledge of digital cameras and photo taking encouraged.
- Ability to use photo-editing and graphics software such as Photoshop and/or Lightroom.
- 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.
- Must remain in good standing with the University.
- Must be available to work summer, evenings and weekends as required for USU operation and events.
- Attend all required training programs.

Responsibilities include, but are not limited to:

- Create engaging social media content and posts for USU social media outlets including Instagram, TikTok, Twitter, etc.
- Attend and photograph USU events.
- Work alongside USU Outreach Specialist to promote USU Live programs and events effectively.
- Participate in meetings and brainstorming sessions to create integrated marketing communication campaigns.
- Contribute new ideas for how to engage students online and encourage involvement in USU Programs.
- Communicate with other CSUSM campus employees regarding ideas for projects, status of projects, and communicating with 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 social media analytics to inform decisions on best practices for content.
- Create goals with Marketing & Digital Media Coordinator for social reach & generate reports on effectiveness.

Benefits:

- Professional experience in the field of: marketing, design, digital media, advertising.
- Professional development opportunities within/outside of CSUSM.
- Peer-to-peer collaboration and personal development.
- Welcoming and fun atmosphere structured around hands on learning.

Hourly Rate: Starting at \$16.00/hour