

California State University San Marcos Corporation (CSUSM Corp)

JOB DESCRIPTION - Student Assistant

Project Name: Associated Students, Inc.

Job Title: Media & Communications Specialist

Hours per Week: 10–15 hours per week in the fall & spring semesters, 8–10 hours per week in the summer.

Length of Appointment: Fall 2019; Renewal Consideration after Fall

Purpose of the Job: Media & Communications Specialists are members of the ASI Media and Communications Team, which is responsible for the communications, design and development of promotional items and marketing materials for all events, services, and incentives for all entities of ASI. ASI is made up of 5 areas: Board of Directors, Campus Activities Board, Cougar Pantry, Fron Desk, and Media and Communications. The Media and Communications Team is also responsible for all media, branding, and public relations efforts of the ASI Corporation and developing and maintaining methods for documenting and sharing the ASI story across various media channels.

Primary Duties and Responsibilities

Administrative

- a. Check e-mails once a day.
- b. Complete online timesheets by approximately the 15th and last day of the month.
- c. Provide supervisor with semester availability prior to the commencement of each semester & notify supervisor of schedule changes as soon as possible.
- d. Maintain updated drive file for each individual project.
- e. Keep up with the Media and Communication Team's digital scheduling system (ASANA & Agorapulse) for shifts and tasks.
- f. Record project status on Asana by the end of each shift worked.

Training and Staff Meetings

- a. Attend MCT Training on August 15, 16, and 23, 2019.
- b. Attend ASI All Staff Retreat August 19-21, 2019 off campus.
- c. Attend MCT Spring Advance January 15-17, 2020
- d. Attend and participate in weekly team meetings.
- e. Attend 1:1 meetings with supervisor.
- f. Work summer, evenings, and weekends as required.
- g. Attend minimum amount of ASI L.E.A.P. training workshops and complete required feedback forms.

Responsibilities

- a. Design and develop both digital and print graphics for use on promotional items, posters, digital signage, publications, website, and other printed ASI collateral.
- b. Attend ASI events/meetings and take photos/video as assigned.
- c. Assist with editing photos/video in preparation for posting on the ASI website, mobile app, and/or social media channels.
- d. Assist with scheduling postings for ASI website, mobile app, and/or social media channels.
- e. Assist with management of social media accounts.
- f. Assist with layout, design, and content/content writing for ASI publications.
- g. Publicize and build awareness of each program through a marketing and PR plans, a-frames, flyers, digital signage, social media, chalking, bulletin boards, campus announcements, outreach teams, and other avenues as necessary.
- h. Support the Media and Communications Coordinator on special projects as assigned.
- i. Be knowledgeable about the CSUSM Office of Communication and ASI and the standing policies regarding social media and use of branded graphics and fonts.

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- j. Other ASI-related tasks as assigned.

Job Qualifications

Knowledge of

- a. The mission, vision, and values of Associated Students, Inc. of Californian State University San Marcos.
- b. Marketing planning, development, implementation, and assessment.

Ability to

- a. Utilize Adobe Creative Suite software.
- b. Effectively use DSLR and mirrorless photography/videography equipment.
- c. Effectively use Microsoft Office Suite, e-mail, social media, and other job-specific technology.
- d. Design graphics in an efficient and professional manner.
- e. Write and verbally communicate clearly and accurately.
- f. Effectively manage time and multiple projects both individually and collaboratively, take initiative, and be self-directed.
- g. Stay well-informed of current events on campus and general campus climate.
- h. Use independent judgment to solve problems and make decisions regarding MCT when professional staff is not present.
- i. Maintain effective, inclusive, and positive communication with members of the ASI staff, attendees of ASI programs, and campus community.
- j. Ability to work as an effective member of a team.
- k. Adhere to ASI student employee expectation.
- l. Commit to developing, capturing, and communicating a high quality of student life on campus.
- m. Maintain mature, responsible, and sensitive communication towards cultural differences.
- n. Establish healthy, mutually beneficial relationships with others.
- o. Be punctual, professional, and dependable.

Experience

- a. Have proven experience working cooperatively as part of a team.
- b. Strong interpersonal skills and the ability to work collaboratively with diverse students, staff, faculty, and community members.
- c. Previous experience in marketing and/or design.

Education

- a. Must be currently enrolled in at least 6.0 units and in good standing at California State University San Marcos and maintain a minimum cumulative and semester GPA of 2.0.

Hourly Wage: \$12.00/hour

Prepared by: Miguel Magana, Interim ASI Media and Communications Coordinator on February 2, 2019

Application Process: Submit application online at bit.ly/ApplyASI. Attach a resume and cover letter stating why you feel you would be a good fit for the Media and Communications Team as well as what skills you could contribute to the team.