

CSUSM Corporation
JOB DESCRIPTION – Student Assistant

Project Name: Associated Students, Inc.

Job Title: Cougar Pantry Marketing Intern- ASI

Hours per Week: Up to 15 hours per week in the spring semester

Length of Appointment: Fall 2019; Renewal Consideration after semester

Purpose of the job (definition): The Associated Students, Inc (ASI) Board of Directors (BOD) of CSU San Marcos (CSUSM) are the elected and appointed representatives of the CSUSM student body. The ASI BOD works to promote student engagement through its services and leadership opportunities. The ASI BOD seeks to foster a cohesive community through active interaction and communication with students, the administration, and the local campus community. Our mission is to serve, engage, and empower students. We promote student engagement in all areas of campus life through leadership, advocacy, and service in order to build and strengthen our community.

The Cougar Pantry is a service provided by the ASI BOD to help serve students of CSUSM who face food insecurity on campus. The goal of the Cougar Pantry is to ensure equitable access to nutritious food resources. The Cougar Pantry Marketing Intern will be responsible for designing, developing, and distributing educational marketing strategies at Cal State San Marcos, as well as collaborating with and serving as the Pantry spokesperson to other campus entities to support issues related to food insecurity, Cal Fresh, sustainability, basic needs, and more.

Primary Duties and Responsibilities:

Administrative

- a. Check e-mails at least once a day.
- b. Complete timesheets by the 15th and last day of the month.
- c. Complete shift logs after each shift worked.
- d. Provide supervisor with availability prior to the commencement of each semester & notify supervisor of schedule changes as soon as possible.
- e. Maintain updated Google Drive file for food pantry planning timeline, key contact list, contracts, marketing plans, and photos from events.
- f. Complete program proposals, planning forms, risk forms, and event evaluations.

Training and Staff Meetings

- a. Attend ASI All Retreat.
- b. Attend and participate in staff meetings.
- c. Attend 1:1 meetings with supervisor.

Cougar Pantry Marketing Intern Responsibilities

- a. Assist with accurate archiving of all media and marketing files.
- b. Assist with design and distribution of branded promotional items.
- c. Attend and participate in programming meetings.
- d. Coordinate programs details including, location, time, date, and/or marketing.
- e. Collaboratively work with the ASI Design Team to develop marketing plans and production schedules that integrate across channels (web, social media, digital media, search, events, print, campus influencers, email, etc...)
- f. In collaboration with supervisor, seek collaborative relationships and co-sponsorship opportunities with other campus entities.
- g. Design and develop both digital and print graphics for use on promotional items, posters, digital signage, publications, website, and other printed ASI mediums to promote Cal Fresh and the ASI Cougar Pantry.
- h. Support supervisor and ASI on special projects as assigned.

Other Duties as Assigned

- a. Complete other related tasks or projects as assigned by supervisor.

Job Qualifications**Knowledge of**

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

Ability to

- a. Effectively manage time and multiple projects both individually and collaboratively, take initiative, and be self-directed.
- b. Stay well-informed of current events on campus and general campus climate.
- c. Use independent judgment to solve problems and make decisions regarding Cougar Pantry when professional staff not present.
- d. Be mature, responsible, and sensitive towards cultural differences.
- e. Effectively use Microsoft Office Suite, e-mail, social media, and other job-specific technology.
- f. Maintain effective, inclusive, and positive communication with members of the staff, attendees of the food pantry/pantry programs, and campus community.
- g. Adhere to ASI student employee expectation.
- h. Work summer, evenings, and weekends as required for any programs related to the ASI Cougar Pantry, food insecurity, Cal Fresh, sustainability, or basic needs on campus.
- i. Communicate clearly and accurately verbally and written.
- j. Commit to developing a high quality of student life on campus.
- k. Establish healthy, mutually beneficial relationships with others.
- l. 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 with marketing, outreach, and/or media design
- d. Understanding of issues related to food insecurity, Cal Fresh, housing insecurity, sustainability, basic needs of students, or related matters.

Education

- a. Must be a currently enrolled student (minimum 6.0 units) with good standing at CSU San Marcos.
- b. Must have an overall 2.0 GPA and receive at least a 2.0 GPA each term.

Hourly Wage: \$12.00/hour

Prepared By:

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