

California State University San Marcos Corporation (CSUSM Corp)

JOB DESCRIPTION - Student Assistant

Project Name: Associated Students, Inc. (ASI)

Job Title: Media and Communication Specialist

Hours per Week: 15-20 hours per week

Length of Appointment: Fall 2020; Renewal Consideration after Fall

Purpose of the job (definition): As a function of the Associated Students, Inc. of California State San Marcos, the Marketing and Communications Team (MCT) is responsible for the design and development of promotional items and marketing materials for all events and services of ASI. The Media and Communications Team is responsible for developing and maintaining methods for documenting and sharing the ASI story across various media channels. The MCT is also responsible for all media, branding, and marketing efforts of Associated Students, Inc. of CSUSM.

Primary Duties and Responsibilities

Administrative

- a. Check e-mails and Project Management Software (Basecamp) once a day.
- b. Complete timesheets by approximately the 15th and last day of the month.
- c. Provide supervisor with semester availability prior to the commencement of each semester and notify supervisor of schedule changes as soon as possible.
- d. Maintain updated files for each individual project.
- e. Utilize Media and Communications digital scheduling systems for shifts and tasks.

Training and Staff Meetings

- a. Attend MCT Training on August 19-21 & 27-28, 2020.
- b. Attend ASI All Staff Retreat August 24-26, 2020 off campus.
- c. Attend ASI Mis-Year All Staff Retreat January 20, 2020.
- d. Attend MCT Training January 21-22, 2021.
- e. Attend and participate in weekly staff meetings.
- f. Attend 1:1 meetings with supervisor.
- g. Work summer, evenings, and weekends as required.
- h. Attend minimum amount of ASI LEAP training workshops and complete required feedback forms.

Responsibilities

Training and Strategic Development

- a. Become efficient in communicating all information via Project Management Software.
- b. Manage multiple projects while effectively utilizing Project Management Software (Basecamp).
- c. Assist with ASI graphic request project management.
- d. Assist with scheduling ASI photo and video requests.
- e. Serve as co-chair of Internal Production Team.
- f. Assist with accurate archiving of all media, marketing, and communication files.
- g. Assist with design, procurement, and distribution of branded promotional items.
- h. Research and collaboratively create and carry out social media strategies and campaigns for ASI.
- i. Develop marketing plans and production schedules that integrate across channels (web, social media, digital media, search, events, print, campus influencers, email, etc...)
- j. Strategize, create, test, analyze, and evaluate effectiveness of marketing products and initiatives.
- k. Ensure ASI content produced is in compliance with CSUSM and ASI policies and guidelines.
- l. Assist with research, development, creation, compliance of ASI logo and branding guidelines for ASI and its entities.
- m. Lead various technical trainings for MCT staff including, but not limited to editing software, videography, photography, web design and social media platforms.

Content Management

- a. Attend ASI events and take photos/video as required for social and branding content.
- b. Design and develop both digital and print graphics for use on promotional items, posters, digital signage, publications, website, and other printed ASI mediums.
- c. Assist with editing photos/video in preparation for posting on the ASI website and/or social media channels.
- d. Develop and maintain ASI website.
- e. Collaborate with IITS and USU staff regarding website and digital signage, ensuring compliance with guidelines and policies.

General

- f. Support supervisor and ASI on special projects as assigned.
- g. Complete other projects as assigned by supervisor.
- h. Work collaboratively with CSUSM IITS, web teams, Office of Communications, and other key stakeholders.
- i. Foster and grow resilient working relationships with campus partners.

Other Duties as Assigned

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

Job Qualifications

Knowledge of

- b. The mission, vision, and values of Associated Students, Inc., of California State University San Marcos
- c. Program 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 work-related tasks when professional staff is not present.
- d. Be mature, responsible, and sensitive towards cultural differences.
- e. Proficiency in Adobe Creative Suite software. Proficiency with photography/videography preferred.
- f. Ability to work as an effective member of a team.
- g. Effectively use Microsoft Office Suite, e-mail, social media, and other job-specific technology.
- h. Maintain effective, inclusive, and positive communication with members of the ASI staff, attendees of CAB programs, and campus community.
- i. Adhere to ASI student employee expectations.
- j. Ability to communicate clearly and accurately verbally and written.
- k. Commit to developing a high quality of student life on campus.
- l. Establish healthy, mutually beneficial relationships with others.
- m. Ability to 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 marketing, outreach, communications, design, and social media management experience.

Education

- a. To be employed with ASI, students must be enrolled in at least 6.0 units at CSUSM each semester, in good standing with the University. Students must also maintain a semester and cumulative GPA of at least 2.0. Grades will be checked at the end of each semester.

Hourly Wage: \$13.00/hour