



Job Description

Department: Campus Recreation (REC)
Position Title: Marketing & Media Assistant
Time Base: Average 15 hrs/wk, Maximum 20 hrs/wk

Position Reports to: Director, Campus Recreation
Exempt or Non-Exempt: Non-Exempt

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 Campus Recreation (REC) Marketing & Media Assistant is an active team member who supports various marketing and design functions for the department. This person will be involved in the strategic planning of the marketing department and its coordinated marketing projects and outreach efforts to promote Campus Recreation programming and services to the CSUSM campus community.

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Position Requirements:

- Strong organization and written/verbal communication skills.
- Self-Motivated and able to manage many concurrent projects and changing priorities.
- 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 and must remain in good standing with the University.
- Attend all required training programs.

Responsibilities include, but are not limited to:

- Assists with development and design of graphics, posters, branded logos/marks, and other media for promoting REC events, services, and information.
- Works collaboratively with REC professional and student staff to plan timelines for marketing related projects.
- Assists with multimedia projects that relate to the campus life contributions of REC.
- Serves as liaison to USU Marketing Team and collaborates directly for signature REC and Student Life events.
- Creates design ideas for REC promotional items.
- Participates in regular meetings & brainstorming sessions for digital and social media marketing campaigns.
- Contributes new ideas on how to engage students online and encourage involvement in REC Programs.
- Attends events and operates cameras to take photos, videos, etc for use in marketing materials.
- Assists as necessary with website content, and other online media outlets.
- Creates and maintains ongoing communication with REC Staff to set deadlines, manage workload, and remain current with departmental needs.
- Serves as an ambassador for REC by providing high energy, enthusiasm, and effective communication.
- Accepts and learns from constructive feedback and asks for assistance when necessary.
- Assists and conducts presentations on behalf of REC for CSUSM campus partners.
- Related tasks as assigned.

Benefits:

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

Hourly Rate: Starting at \$15.00/hour