

Department: Campus Recreation
Position Title: Marketing Student Assistant
Time Base: Maximum 20 hours/week

Position Reports to: Marketing & Communications Coordinator
Exempt or Non-Exempt: Non-Exempt

PURPOSE OF POSITION:

Under general supervision, the Campus Recreation (REC) *Marketing Student 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 REC programming and services to the CSUSM campus community.

Average work hours will be 10-15 max unless under other approved circumstances.

JOB DESCRIPTION:

Positions Requirements:

- Strong organization and written/verbal communication skills.
- Proficiency in the Adobe Creative Cloud including **Photoshop, Illustrator, InDesign, Premiere Pro and/or After Effects**.
- Graphic Design and/or Videography skills as well as the ability to work quickly with regard to deadlines.
- 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 in a minimum of 6 units. Graduate students must be continuously enrolled in a minimum of 4 graduate-level units.
- Must maintain a minimum cumulative GPA of 2.0 and remain in good standing with the University.
- Must have (or obtain within first two months of employment) CPR, First Aid, AED certification.
- Must be available to work some weeknights and weekends.
- Must attend ALL required training programs.

Responsibilities include, but are not limited to:

- Develops and designs graphics, flyers, posters, social media graphics 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.
- Contributes new ideas on how to engage students online and encourage involvement in REC programs.
- Attends events and operates a camera to take photos, videos, etc. for use in marketing material.
- 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.
- Participates in regular meetings & brainstorming sessions for all REC marketing campaigns.
- Accepts and learns from constructive feedback and asks for assistance when necessary.
- Assists and conducts presentations on behalf of REC for CSUSM campus partners.
- Collaborate and assist USU Marketing team on various projects when necessary.
- Serves as an ambassador for REC by providing high energy, enthusiasm, and effective communication.
- 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 fun atmosphere structured around hands-on learning.

Hourly Rate: Starting at \$16.00/hour