California State University SAN MARCOS

Job Description

Department: University Student Union

Position Reports to: Technical Services & Media Coordinator

Position Title: Content Creator Assistant

Exempt or Non-Exempt: Non-Exempt

Time Base: Average 12 hrs/wk, Maximum 20 hrs/wk

PURPOSE OF POSITION:
Under general supervision, the University Student Union (USU) Content Creator Assistant is an active team member of the marketing department who creates both print and digital materials for distribution to a diverse audience. This person will be involved in the strategic planning of the marketing department and its coordinated multimedia efforts to promote USU programming and services to the CSUSM campus community.

Job Description

Position Requirements:

- Strong eye and passion for short form video creation (Social Media Reels). Some experience with any video creating/editing application (TikTok, CapCut, Adobe Premiere Pro, etc.).
- Stays up to date with current social media trends.
- Self-motivated and able to manage many concurrent projects and changing priorities. Capable of working quick timelines.
- Knowledge of DSLR cameras (not required, but preferred).
- Must have (or obtain within first two months of employment) CPR, First Aid, AED certification.
- 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.
- Must be available to work summer, evenings, and weekends as required for USU operations and events.
- Attend all required training programs.

Responsibilities include, but are not limited to:

- Assists with pre-production, production, and post-production of short-form and multimedia projects that relate to the campus life contributions of USU.
- Participate in meetings & brainstorming sessions to create various integrated marketing communication campaigns.
- Contribute new ideas on how to engage community members online and encourage involvement in USU Programs
- Attends events and operates cameras to take photos, videos, etc. for use in marketing materials.
- Creates and maintains ongoing communication with USU Staff, USU Live, and members of the CSUSM campus community to set deadlines, manage workload, and remain current with departmental needs.
- Serves as an ambassador for USU and USU Live by providing high energy, enthusiasm, and effective communication.
- Accepts and learns from constructive feedback and asks for assistance when necessary.

Benefits:

- Professional experience in the fields of marketing, design, digital media, and advertising.
- 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 $17.40/hour