



## **MARKETING ASSISTANT**

### PURPOSE

The SRC Marketing Assistant is responsible for creating “branding” for SRC facility, programs, and services, through design and production of graphics, social media, video, and web design. They will assist the Marketing Student Manager with the design, social media, photo/video, production, and marketing of all SRC promotional and marketing materials.

### PROGRAMMATIC DUTIES AND RESPONSIBILITIES

- Assist with design and production of a wide variety of promotional materials including, but not limited to, flyers, posters, banners, promotional material, social media blasts, brochures, t- shirts, and advertising.
- Assume some responsibility for social media content (campaigns, blasts, photo/video posts, event coverage, etc.).
- Create promotional, informational and other types of photo/video productions.
- Assume some responsibility for aspects of graphic design for the various SRC program areas.
- Assist with developing and maintaining Campus Recreation and Wellbeing website as needed.
- Assist with developing marketing campaigns and strategies as needed.
- Assist with production of promotional videos as needed.
- Assist the marketing team in developing and maintaining marketing projects and campaigns.
- Maintain open and ongoing efficient communication with full-time staff and student managers to determine promotional and marketing needs.
- Create promotional, informational and other types of social media productions.
- Provide coverage of programs, services, and events as necessary in a timely and efficient manner.
- Schedule and manage time appropriately for a variety of marketing projects.
- Provide direct marketing to general campus and target audiences as needed.
- Research and recommend innovative promotional ideas and items.
- Keep work area organized, clean, and inviting.
- Maintain familiarity with evacuation plans and assist during major emergencies.

### ADMINISTRATIVE SUPPORT DUTIES AND RESPONSIBILITIES

- Provide support to the Director and Coordinators on specific projects as needed and assigned.
- Represent the SRC and CSUB in a professional manner and act as an SRC ambassador at all times.
- Serve as a role model to other student staff and participants.
- Provide positive public relations and policy education to participants.
- Attend and contribute to all mandatory staff meetings, workshops, and retreats.
- Provide a friendly, inclusive, service-oriented environment for all staff and participants.
- Demonstrate awareness of, and appreciation for, individual uniqueness and diversity.
- Maintain a positive cooperative working relationship with staff and co-workers.
- Demonstrate commitment to student development and leadership.

- Maintain high standards and achieve high expectations.
- Maintain prompt hours and follow absence procedures.
- Represent the SRC and CSUB in a professional manner and act as an SRC ambassador at all times.

## QUALIFICATIONS

- Currently enrolled CSUB student with at least 6 undergraduate units and a minimum G.P.A. of 2.0, or graduate student with at least 4 graduate units and a minimum G.P.A. of 3.0.
- Evidence of graphic design knowledge and skills preferred.
- Previous marketing experience preferred.
- Basic to advanced experience/knowledge in applicable computer software applications (Adobe Photoshop, Illustrator, InDesign, etc.) preferred.
- Experience with various social media outlets – Instagram, Facebook, (X) Twitter, Snapchat, YouTube, Pinterest, etc.
- Excellent oral and written communication skills.
- Candidates should be reliable, self-motivated, and should be able to solve problems and make decisions based on Campus Recreation and Wellbeing mission and guiding principles.
- Understanding of design basics (line, color, shape, scale typography, layout, etc.) preferred.
- Ability to create and maintain social media contests, campaigns, hashtags, and outreach.
- Previous photography and videography experience.
- Attend and contribute to all mandatory staff meetings, workshops, and retreats.
- Provide a friendly, inclusive, service-oriented environment for all staff and participants.
- Previous marketing experience preferred.
- Ability to be highly organized and have good planning skills.
- Ability to hit deadlines and multitask between various projects.
- Portfolio of previous work or class projects preferred.
- Ability to work as part of a team and demonstrate time management skills.
- Certification in CPR, AED, and First Aid from either the American Red Cross or the American Heart Association within 30 days of hire.
- Genuine interest in a variety of individuals and commitment to providing quality service to diverse populations.
- Willingness and ability to work nights and weekends to cover a variety of programs and services (Outdoor Adventure trips, Intramural games, Group Fit classes, Wellness Workshops, Special Events, etc.).

## CLASSIFICATION AND COMPENSATION

Student Assistant II: 15-20 hours per week.

## APPLICATION PROCESS AND DEADLINE

Applications can be found on Handshake - <https://csub.joinhandshake.com/login>