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# Marketing and Social Media Assistant Position Overview 2022-2023

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## HOUSING AND RESIDENTIAL LIFE OVERVIEW

### Department of Housing and Residential Life Mission

Housing and Residential Life creates safe, welcoming, and inclusive communities that engage students in their personal and social development while promoting academic success and responsible citizenship through high quality services and initiatives.

### Residence Life Educational Priority

By living on campus our residents will become more responsible, mindful, and engaged community members.

### California State University, Long Beach Mission Statement

California State University, Long Beach enriches students' lives through globally informed, high impact educational experiences with superior teaching, research, creative activity, and action for the public good

## MARKETING AND SOCIAL MEDIA ASSISTANT OVERVIEW

The Marketing and Social Media Assistant (MSMA) is a student employee who supports the media production and communication efforts of CSULB Housing & Residential Life. These staff members work under the supervision of the Assistant Director of Programming and Assessment. MSMAs help communicate the mission and educational priorities of the department through graphic design, video production, photography, and social media. The ideal candidate can begin working immediately and continue working through May 2023. To effectively perform the Marketing and Social Media Assistant position, MSMAs agree and adhere to the duties, requirements, and terms outlined below:

## DUTIES & RESPONSIBILITIES

- Design graphics for booklets, posters, digital displays, flyers, videos, social media, t-shirts, and other mediums.
- Communicate and market the department and its programs on social media outlets.
- Abide by and enforce the Office of Strategic Communications standards for institutional brand identity as outlined in Brand Central.
- Arrive promptly for scheduled shifts and complete all assigned responsibilities.
- Gather social media analytics.
- Assist with the development and implementation of an annual marketing strategy plan that aligns with the mission, vision, and goals of CSULB Housing & Residential Life.
- Assist with staff and student staff training sessions related to marketing
- Notify department leadership staff and, when necessary, the University Police, of any emergency situation, potential hazardous situation or to request personal assistance as needed.
- Be inclusive to individuals from all protected classes and of all backgrounds (i.e. ethnic, racial, cultural, religious, sexual orientation, gender expression, etc.), and encourage better understanding of cultural diversity and individual differences in their communities and on campus.
- Demonstrate a positive attitude toward Housing & Residential Life at CSULB and endeavor to encourage and support the goals and objectives of Housing & Residential Life.
- Serve as a role model and demonstrate good judgment and ethical behavior both on and off campus.
- Maintain confidentiality at all times regarding Housing and Residential Life business and any information or situations which may violate a student's privacy. This may include incidents in which you are involved or about which you have been informed including roster information, names of residents, unlisted phone numbers, staff activities, judicial actions, crisis management plans, and police interaction.
- Attend and participate in training sessions and team meetings as needed.
- Maintain accurate payroll records and sign vouchers to meet established deadlines.
- Abide by, and support, all policies, procedures, and missions of Housing and Residential Life, the Division of Student Affairs, and California State University, Long Beach. Actions that could be perceived as undermining the

department, division, or university are cause for appropriate work-related disciplinary sanctions, up to and including immediate termination.

- Participate in regular meetings with their supervisor to discuss projects and the MSMA's personal and professional development.
- Use provided staff (-sa@csulb.edu) email as primary means of electronic communication for position related emails. The MSMA is required to check their email every business day and their mailbox every day they are in the office.
- Be good stewards of departmental and university resources and supplies and will use them appropriately. Although MSMA's have access to various supplies and resources (e.g. printers, etc.), they are only permitted to use items that they have been expressly giving permission to utilize as a function of their position. If the MSMA is unsure if they have or need permission, they should ask their supervisor for clarification.
- Complete additional administrative duties as assigned.

## **MINIMUM QUALIFICATIONS/REQUIREMENTS**

- Must be a student at California State University, Long Beach enrolled for at least twelve credit hours
- Must be in good standing with the Housing & Residential Life, the Office of Student Conduct, and CSULB University
- Must maintain at least a 2.0 CSULB, semester, and cumulative G.P.A. during the duration of their appointment.
- Available to work a minimum of 10-15 hours per week
- Experience with Adobe Creative Suite software, including Photoshop, Illustrator, or InDesign, CANVA, etc.
- Understand how to use layout, color, typography, photography, and brand elements to create effective communications
- Experience designing graphics and content for web and social media platforms
- Experience in photography and/or videography
- Exceptional teamwork skills
- Exceptional communication skills
- Problem solving and troubleshooting skills
- Ability to learn fast and pick up new skills quickly
- Self-directed with excellent time management skills
- Willingness to take creative feedback and direction

## **PREFERRED SKILLS & QUALIFICATIONS**

- Experience managing social media accounts
- Experience producing motion graphics
- Ability to provide quality work in a short amount of time when needed
- Charisma, comfort meeting new people and a distinct point of view
- Knowledge of campus life, vibrant member of multiple on campus communities, physically and online
- Available to commit to a year appointment, break opportunities may exist

## **RENUMERATION**

The Marketing and Social Media Assistant position is paid \$15.50 per hour. MSMA's are expected to maintain a position time commitment of 10-15 hours a week, depending on departmental need. When classes are not in session, the MSMA can work up to 40 hours in a week as needed by the department, not to exceed 8 hours in a day.

## **ACCOUNTABILITY**

Failure to meet the position qualifications and job responsibilities may result in job action, including verbal warning, written warning and action plan, probation, and termination. A determination of probation and termination will be reached in instances where there are repeated job performance issues (i.e. not reporting work, poor performance, etc.) or if a staff member commits an egregious error (inappropriate use of access, providing keys and information to those that don't live in a specific space, possession, and/or use of alcohol or drugs at work, etc.). Staff released from their role, may also be released from other positions they hold in Housing & Residential Life depending on the performance concern.