



**ASSOCIATED STUDENTS, INC.**  
California State University, San Bernardino  
invites applications for the position of:

## **Marketing Manager**

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<b>RATE OF PAY</b>	\$14.00/hour
<b>OPENING DATE</b>	03/29/19
<b>TARGET START DATE</b>	05/20/19
<b>EMPLOYMENT STATUS</b>	Student Assistant
<b>HOURS PER WEEK</b>	15-20 Hours

**JOB DESCRIPTION** The Marketing Manager, in conjunction with the marketing team, is responsible for promoting and advertising Associated Students, Inc., its services and its programs. The individual in this role will be leading efforts to build and maintain ASI's brand through a wide range of marketing channels. This position reports directly to the Senior Program Associate (S.P.A.).

- JOB DUTIES**
- Develop and maintain marketing concepts and strategies that align with our brand identity.
  - Coordinate outreach and public relations efforts with other entities
  - Maintain, update, and monitor all ASI social media outlets
  - Work with the Senior Program Associate to create monthly ASI newsletter
  - Manage tabling and promotion schedules
  - Conduct thorough research on promotional items for ASI giveaways ensuring items will be of interest for college students
  - Prepare necessary paperwork to ensure proper documentation of transactions
  - Work alongside the Marketing Team on the distribution of marketing materials. This includes identifying and compiling a list of on-campus locations to distribute flyers, A-frames, banners, etc.
  - Work alongside the Program and Graphics department to create engaging text, image and video content for promotions
  - Develop marketing and social media as requested
  - Research audience preferences and current trends
  - Develop and implement an optimal posting schedule while considering web traffic and student engagement practices
  - Other duties as assigned

## **MINIMUM REQUIREMENTS**

- Must be an enrolled student at CSUSB in good academic standing
- Must have a minimum GPA of 2.0
- Ability to work independently and with others
- Behave and communicate in a professional manner
- Ability to follow and give verbal and written instructions
- Adhere to all "job duties" as previously stated
- Knowledge of basic marketing principles
- Ability to use Microsoft Suite (Word, Excel, Power-point, Outlook)
- Critical thinker and problem solver
- Must be reliable, punctual and personable
- Expertise in multiple social media platforms

## **PREFERRED QUALIFICATIONS**

- Pursuing a degree in communication, marketing or related field

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**APPLICATIONS MAY BE SUBMITTED ONLINE  
AT [CSUSB.EDU/ASI/GETTING-INVOLVED](https://www.csusb.edu/asi/getting-involved)  
FOR MORE INFORMATION ON THE POSITION  
E-MAIL: [janet.curiel@csusb.edu](mailto:janet.curiel@csusb.edu)**

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