



Marketing - Student Event Specialist

Definition: The Student Events Specialist serves under the direct supervision of the Marketing Supervisor. Plans, promotes and executes special events and projects.

Duties:

- Outreach to the campus community about recreation and fitness programs.
- Provide frequent updates on Recreation and Wellness' website, Facebook, Twitter, YouTube and other digital and social networking sites.
- Promote programs at campus special events.
- Meet with programming staff to assist in promoting all areas of CSUSB Recreation and Wellness.
- Organize special Recreation and Wellness events which promote the entire department.
- Plan all details of event including designating staff, managing promotions, and request signage.
- Secure location, equipment and time through Event Scheduling and SRWC.
- Create and revise layouts for each event.
- Collaborate with on-campus entities to develop events and market. Solicit donations and potential vendors to support Recreation and Wellness Programs.
- Serve as a liaison with vendors on event-related matters.
- Stay up-to-date on each program area offerings and needs.
- Conduct assessment on the effectiveness of our marketing and our programs.
- Recruit program participants through field marketing.
- Ensure that members leave with a positive impression of the event.
- Maintain a high energy level, eye for details, and use effective communications.
- Attend all mandatory meetings and workshops.
- Learn from mistakes and ask for assistance when necessary.
- Other duties as assigned.

Qualifications: Education: Must be enrolled in a minimum of six (6) units at California State University, San Bernardino and maintain a quarterly and cumulative G.P.A. above 2.0.

Skills, Ability and Experience: Must possess strong interpersonal skills, outgoing personality and ability to communicate effectively. Proactive.

Compensation: \$11.25 - \$16.00 per hour.