

POSITION DESCRIPTION

Approved On:

November 21, 2022



Position Title: Senior Marketing Specialist

Rate of Pay: \$15.50/hr

Employment Status: Student Paraprofessional

Location: San Bernardino Campus

Hours Per Week: 15-20

Description: The Senior Marketing Specialist is responsible for leading marketing efforts for the Associated Students, Inc. This individual is responsible for developing and implementing strategic marketing plans tailored towards the CSUSB student body through various physical and digital marketing channels. This individual will work with the Marketing Specialist, and reports to the Senior Program Coordinator (SPC).

Learning Outcomes: The student employee will gain and apply knowledge of effective and engaging strategies to connect with all student groups at CSUSB through various digital and physical platforms.

The student employee will develop and use effective communication, problem-solving and decision-making skills to promote student-centered efforts.

Job Duties & Responsibilities

- Develop and maintain marketing concepts and strategies that align with ASI's brand, mission and vision.
- Coordinate outreach with other departments/organizations on campus
- Maintain, update, and monitor ASI digital platforms (website, Coyote Connections, social media, etc.) with the Marketing Specialist
- Manage tabling and promotion schedules
- Develop campaigns to highlight ASI services, resources and students.
- Research and develop distribution plan for promotional items
- Prepare proper paperwork for purchases of promotional items
- Lead efforts on the distribution of marketing materials. This includes identifying and compiling a list of on-campus locations to distribute
- Stay informed on all updates regarding ASI (events, services, board meetings, advocacy, external affairs, etc.) to ensure information is being distributed to students.
- Work alongside Programs and Graphics on the creation and distribution of marketing materials
- Research student audience preferences and current trends
- Other duties as assigned

Minimum Requirements

- Knowledge of traditional and digital marketing, with experience in social media platforms such as, but not limited to: Instagram, Twitter, TikTok, Facebook and YouTube
- Good oral and written communication skills
- Good organization skills
- Ability to use Microsoft Office Suite (Word, Excel, PowerPoint, Outlook & Teams) and Google Suite
- Ability to work independently and with others

Preferred Qualifications

- Experience in tabling and/or event promotion
- Experience in public speaking
- Pursuing a degree in marketing/business marketing, communications, or related field
- Ability to lift up to 40 lbs. with or without assistance

Eligibility

- Must be a currently enrolled student at Cal-State San Bernardino
- Must be in good academic and conduct standing with the university (no probation, conduct violations or proceedings)
- Must have (before applying) and maintain a 2.0 semester/cumulative GPA

For more information on this position, please email asi-hiring@csusb.edu.