



ASSOCIATED STUDENTS, INC.

California State University, San Bernardino invites applications for the position of:

Program & Marketing Specialist - Palm Desert Campus

RATE OF PAY	13.00/hr
EMPLOYMENT STATUS	Student Assistant
STUDENT LEARNING OUTCOMES	<ul style="list-style-type: none">• 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 identify and incorporate the appropriate event elements and services to meet the goals and student learning outcomes (SLOs) of programs and the corporation.
LOCATION	Associated Students Inc. at California State University, San Bernardino Palm Desert Campus
HOURS PER WEEK JOB	10-20 Hours
DESCRIPTION	The Program & Marketing Specialist is responsible for the planning, promotion, and execution of ASI events, as well as development of various forms of media for the department. This position reports to the Student Programming Manager and Senior Program Coordinator (S.P.C).
JOB DUTIES	<ul style="list-style-type: none">• Create engaging printed and digital content for social media (video, graphics, etc.)• Coordinate outreach for ASI functions through tabling, presentations, and surveying• Maintain, update, and monitor all ASI PDC social media outlets• Attend various ASI meetings• Meet weekly with Program Manager for delegation of tasks and debrief of programs• Plan, schedule, and execute events as assigned• Set up ASI audio, visual and food equipment for events• Work with the Marketing Manager development of marketing materials and promotional items• Network and collaborate with other departments/organizations on campus for programs• Prepare documentation with the Student Program Manager to ensure timeliness of transactions and compliance of campus policies & procedures• Develop program reports with programming team no later than one week after each event• Other duties as assigned

JOB REQUIREMENTS

- Ability to work independently and with others
- Behave and communicate in a professional manner
- Ability to use Microsoft Office Suite (Word, Excel, Power-point, Outlook)
- Ability to follow and give verbal and written instructions
- Be reliable, punctual and personable
- Ability to lift up to 50 lbs. with or without assistance
- Adhere to all “Job Duties” descriptions as previously stated

PREFERED QUALIFICATIONS

- Experience in tabling or event promotion
- Pursuing a degree in communication, marketing, business or related field
- Ability to use computer software including, but not limited to, Adobe Suite (Photoshop, Illustrator, InDesign, Acrobat) and Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

ELIGIBILITY

- Valid Drivers License
- Must be a currently enrolled CSU San Bernardino student
- Must be in good academic and judicial standing (not on probation)
- Must have a minimum GPA of 2.0