

## POSITION DESCRIPTION

Approved On:

November 21, 2022



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**Position Title:** Programming & Marketing Specialist

**Rate of Pay:** \$15.50/hr

**Employment Status:** Student Paraprofessional

**Location:** Palm Desert Campus

**Hours Per Week:** 15-20

**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 PDC Program Manager and Senior Program Coordinator.

**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 identify and incorporate the appropriate event elements and services to meet the goals and student learning outcomes (SLOs) of programs and the corporation.

### Job Duties & Responsibilities

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- Create engaging digital content for social media (video, graphics, etc.)
- Engage with students through tabling, presentations, and surveying
- Maintain, update, and monitor ASI PDC social media outlets
- Attend various departmental and external meetings
- Meet weekly with Program Manager for delegation of tasks and debrief of programs
- Plan, schedule, promote and execute events as assigned
- Network and collaborate with other departments/organizations on campus for programs
- Develop Student Learning Outcomes for each event and follow up with assessment of outcomes
- Set up and break down logistical pieces of events such as, but not limited to: audio, visual and food equipment, chairs, tables, decorations, etc.
- Work with the Program Manager to ensure timeliness of transactions and compliance of campus policies & procedures
- Ensure that there is documentation of paperwork, budget, logistics and other details for each event
- Develop program reports within a week after each event
- Other duties as assigned

## **Minimum Requirements**

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- Ability to work independently and with others
- Communicate in a professional manner
- Ability to use Microsoft Office Suite (Word, Excel, PowerPoint, Outlook & Teams)

## **Preferred Qualifications**

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- Experience in tabling or event promotion
- Pursuing a degree in communication, marketing, business or related field
- Ability to lift up to 50 lbs. with or without assistance

## **Eligibility**

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- 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 minimum GPA of 2.0 (semester and cumulative)

For more information on this position, please email [asi-hiring@csusb.edu](mailto:asi-hiring@csusb.edu). Please include name and position description.