



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

Marketing Specialist

RATE OF PAY \$13.00/hour

EMPLOYMENT STATUS Student Employee

HOURS PER WEEK 10-15 Hours

JOB DESCRIPTION The Marketing Specialist is responsible for promoting and advertising Associated Students, Inc., its services and its programs. The individual in this role will be assisting in efforts to build and maintain ASI's brand through a wide range of marketing channels. This individual is responsible for generating an online following and creating strategies to connect with all students at CSUSB. This position reports to the Director of Marketing and the Senior Program Coordinator (S.P.C).

STUDENT 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

- Develop and maintain marketing concepts and strategies that align with our brand identity.
- Coordinate outreach and public relations efforts with other entities
- Help maintain, update, and monitor all ASI social media outlets
- Work alongside the Programs Team on the distribution of marketing materials.
- Work alongside the Program and Graphics department to create engaging text, image and video content for promotions
- Serve as "influencer" for ASI to engage with students and ensure that effective, informative & exciting content is being distributed
- 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
- Communicate in a professional manner
- Ability to follow and give verbal and written instructions
- Adhere to all "job duties"
- 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

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

5500 University Parkway
San Bernardino, CA
92407 **(909) 537-5932**