

Santos Manuel Student Union
California State University, San Bernardino

JOB DESCRIPTION

Position Title: Communications and Social Media Assistant

Classification: Student Assistant

Pay Rate: \$16.90 (Level A)

Department: Santos Manuel Student Union Marketing Department

Work Schedule: Up to 15hours/week as determined by Marketing Manager

GENERAL STATEMENT:

The Communications and Social Media Assistant will support the SMSU Marketing Department by writing, editing and publishing content to enhance and promote our web and social media presence. They are also responsible for interacting with the campus community to promote the SMSU and create excitement for upcoming events. This individual must be solution driven, require minimal supervision, and be detail-oriented to keep up with the needs of the department.

- Develop written content for print and web materials

JOB DUTIES: Develop and edit flyers, articles, alerts, signage, press releases and other SMSU publications

- Create a social media strategy that collaborates with the goals of the Marketing Department
- Compile content for quarterly editorial calendar
- Analyze and report social media actions on a monthly basis for successes and new opportunities
- Stay current with social media trends, tools and applications
- Promote social media profiles at events
- Manage social media campaigns and day-to-day activities
- Attend events to manage and live update social media
- Monitor online media, information sources and social channels
- Brainstorm and implement new ways for students to get involved and to attend campus events
- Interact and engage with audience on social media and with event attendees
- Collect surveys during and after events
- Promote SMSU programs and events and obtain RSVPs for future events
- Assist in promoting SMSU events during tabling and at live events
- Provide updates via social media (Facebook, Twitter, Instagram, etc.) during events
- Other duties as assigned

QUALIFICATIONS:

- Excellent verbal and written communication skills
- Must possess a fun, energetic and outgoing personality
- Strong organizational skills
- Must be able to work independently with minimal supervision

EDUCATION:

- Must be a currently enrolled CSUSB student
- Minimum 2.0 cumulative GPA required at the time of hire and throughout duration of employment

REQUIRED KNOWLEDGE AND ABILITIES:

- **Resume and writing samples are required**
- Familiar with AP Style
- Able to work on both PC and Mac platforms
- Proficient in monitoring social media profiles including Facebook, Twitter and Instagram
- Willingness to work with an ethnically diverse and culturally pluralistic student body and staff
- Proven communication, interpersonal, and organizational skills