

Santos Manuel Student Union
California State University, San Bernardino

JOB DESCRIPTION

Position Title: Web & Digital Communications Assistant

Classification: Student Assistant

Wage Rate: \$17.40 (Level B)

Department: Santos Manuel Student Union Marketing Department

Work Schedule: Up to 20 hours/week as determined by Marketing Manager

GENERAL STATEMENT:

The Web & Digital Communications Assistant will support SMSU and RecWell by maintaining and improving the organizations' websites. This position is responsible for routine webpage updates, revamping site content and structure to improve user-friendliness, and supporting accessibility best practices. The Website Management Assistant will work directly with the Marketing Manager to gather information from department staff, coordinate content updates, and communicate webpage changes with the Information Technology Manager and campus ITS as needed. This individual must be solution driven, detail-oriented, and able to manage multiple priorities in a fast-paced environment.

JOB DUTIES:

- Maintain and update SMSU and RecWell website pages, including text, images, documents, and links
- Support website revamp efforts by organizing content, improving navigation, and identifying opportunities to enhance the user experience
- Assist with improving website accessibility by applying best practices for headings, link structure, alternative text, and readable formatting
- Conduct routine website quality checks to identify and correct broken links, outdated content, and formatting issues
- Coordinate and schedule meetings with SMSU and RecWell staff to collect, verify, and update webpage information
- Draft and send follow-up communications to staff to obtain missing webpage content, approvals, or clarifications
- Communicate webpage updates, requests, and requirements to Information Technology Manager and campus ITS and track progress as needed
- Maintain a webpage update log and document changes for internal reference and continuity
- Support basic content planning by recommending updates based on user needs, program changes, and department priorities
- Collaborate with Marketing and IT leadership to ensure web content aligns with branding standards and communication goals
- Create basic graphics and visual assets for webpages and announcements as needed
- Manipulate and optimize photos for web use, including resizing, cropping, basic retouching, and file formatting

- Perform other duties as assigned

QUALIFICATIONS:

- Excellent verbal and written communication skills
- Strong planning, organizational, and time management skills
- Detail oriented with the ability to proofread and ensure accuracy
- Must be able to work independently with minimal supervision and follow through on tasks
- Working knowledge of design software and the ability to create graphics and manipulate photos as needed

EDUCATION:

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

REQUIRED KNOWLEDGE AND ABILITIES:

- Technologically proficient, with comfort learning new platforms and tools
- Experience with web content editing or content management systems (CMS) preferred
- Ability to manage multiple projects and adhere to deadlines
- Ability to maintain confidentiality and professionalism when working with internal information
- Strong communication, interpersonal, and organizational skills
- Ability to work collaboratively with an ethnically diverse and culturally pluralistic student body and staff