

Marketing Student Assistant

JOB DESCRIPTION

Overview:

The Marketing Student Assistant (MSA) position is an hourly position. The Marketing Student Assistant will assist in marketing University Housing Services at events and digitally. At events, MSA must have strong interpersonal skills and be able to speak knowledgeably about North Village to students and their families. The MSA will create videos through collaboration with department staff that will enhance the residential experience. The MSA assists in ensuring content on HornetCinema, YouTube, and the department website are relevant, up to date, and engaging. The Marketing Assistant should be comfortable working on multiple tasks/projects simultaneously.

Supervision:

The Marketing Student Assistant reports to the Assistant Director for Marketing, Leadership, and Project Management.

Compensation:

Pay rate \$15.50 per hour

Employment Dates:

Starting April 1, 2023

Responsibilities:

- Work collaboratively with departmental staff on various marketing projects;
- Take lead in writing scripts, recording, and editing videos for the department website, YouTube channel, and Hornet Cinema;
- Assist in reviewing marketing materials for University Housing Services;
- Assist in reviewing marketing materials submitted to UHS;
- Assist in keeping digital displays updated and relevant by posting and removing content;
- Be available to work at University and departmental major events;
- Inventory all marketing items;
- Engage with students and their families about the experience of living in North Village at University events (which may include Orientation, Welcome Week, Admitted Student Day, etc.);
- Develop promotional ideas for new and returning;
- Assist in running departmental promotions;
- Assist in selecting promotional items for the departmental;
- Take photos and videos at events and of North Village facilities;
- Assist with North Village tours

Requirements:

- Undergraduates must be in good academic standing (minimum cumulative GPA of 2.0 and for each semester while employed);
 - Semester GPA of 1.25-1.99 will result in being placed on Probation.
 - Semester GPA of 1.24 or below will result in release from role.
- Graduate students must be in good academic standing (minimum cumulative GPA of 3.0 and for each semester while employed);
- Must be enrolled in at least six (6) units each semester (undergraduate) and four (4) units each semester (graduate) at CSU, Sacramento while employed;
- Ability to use computer software including the Microsoft Suite;
- Grammar and proofing skills;
- Currently enrolled at Sac State;
- Must be in good disciplinary standing with the university.

Preferred Requirements:

- Familiarity with video creation and video editing software;
- Video creation experience or courses;
- Direct experience with final preparation and packaging of video;
- Earning a degree in Advertising, Marketing, Communications, Graphic Arts/Design or related field.