

**12/13/2022**

**Content Coordinator (Pool Position), UAS 1177**

Luckman

**Salary Range:** \$25.00-\$35.00/hourly

**Work Schedule:** This is a part-time, non-exempt position; hours to be determined. This position is not eligible for benefits. This is a temporary appointment. This position is contingent upon the availability of funds.

**Position Overview:** The incumbent will support the organization in its delivery of promotional and archival content that is informative, accurate, and rights cleared. A vital component of this position is to create proof of concepts, both in illustrative form and in written form. As such, the incumbent must have strong visual art skills (analog illustration and digital pen/brush works) as well as strong English language skills. Duties include fact checking, proofreading, web text creation/updating, social media content production and posting, as well as ensuring the accuracy of all CTA content.

**Essential Functions:**

Social Media Coordination

- Assist in advertising and marketing content fulfillment. Ensure that requests are accurate and well thought through, executed in a timely manner.
- Create and monitor social media ads, plus review and analyze performance of such ads vis-a- vis daily sales reports.
- Perform, as needed, website and updates.
- Conduct regular spelling, fact, and grammar checks on websites and outgoing content.
- Creating and proofing marketing materials in conjunction with all activities.
- Assist in the preparation of promotion materials, including but not limited to signs, posters, brochures, newsletters, news releases and public service announcements and proof work.
- Coordinate scaling brand and company awareness through various social media channels.
- Work with brand to create and implement social media strategies monthly.
- Ensure brand consistency in copy through tone, voice, and terminology.
- Regularly monitor and/or conduct social media interactions with patrons to ensure a positive customer service experience.
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, etc.
- Ensure progress on platforms by using analytical tools such as Google Analytics.

Customer Service

- Create boilerplate text for automated inquiry systems on social media platforms.
- Interact with patron messages on all social media platforms.
- React to patron interactions with Luckman posts, boosts, ads, stories, reels, etc.
- Direct patron inquiries to the appropriate Luckman team member for resolution.

Copywriting

- Create texts related to events in a clear, consistent, and engaging institutional voice that is distinctly curated uniquely and differently for each web, social media, and organizational content boilerplate needs.
- Production: Assure accuracy of all literature and promotional materials.

**Experience:**

- The incumbent must have 3+ years of experience working in customer service as well as 3+ years of experience in creative/artistic content creation.
- Must have an excellent command of the English language.
- Must have strong skills as an analog illustrator and as a digital editor.
- Candidates will be asked to submit a portfolio of original artworks for review.

The incumbent must demonstrate an interest or ability in working in a multicultural/multiethnic environment. A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the UAS. Failure to satisfactorily complete the background check may affect the application status of applicants or the continued employment of current UAS employees who apply for the position.

Review of applications/resumes will begin on December 16, 2022, and will continue until the position is filled; however, the position may close when an adequate number of qualified applications/resumes are received. A cover letter and resume are required.

UAS hires only those individuals lawfully authorized to work in the United States. Americans with Disabilities (ADA) requested accommodations should be made in advance to the UAS Human Resources Department

Cal State LA University Auxiliary Services, Inc. is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, including sexual orientation and gender identity, national origin, disability, protected Veteran Status, or any other characteristic protected by applicable federal, state, or local law.

Note: Cal State LA University Auxiliary Services, Inc. (UAS) follows the direction of the CSU Policy related to COVID-19 vaccination. See [Vaccines FAQ](#) for more information.

Click to apply:

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=51c6cdd7-185f-4313-b429-ca6b13d93f50&ccId=19000101\\_000001&jobId=448856&source=CC2&lang=en\\_US](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=51c6cdd7-185f-4313-b429-ca6b13d93f50&ccId=19000101_000001&jobId=448856&source=CC2&lang=en_US)