Marketing Student Assistant, UAS 1042  
Cal State LA University Auxiliary Services, Inc. (UAS)

**Salary Range:** $17.00/hourly

**Work Schedule:** This is a student, part-time position; 20 hours per week; non-exempt position. This position is not eligible for benefits.

**Position Overview:**
Under the direct supervision of the UAS Executive Director, the Marketing Student Assistant addresses the marketing needs of UAS in researching, implementing, and developing guidelines and procedures for marketing and communications of the UAS brand and events. This highly motivated and creative individual is responsible for the production and distribution of promotional materials and graphics requests, gathering content and administering UAS’s social media marketing strategy, developing strategies to increase participation in sponsored activities and programs, and representing the UAS brand across UAS social media platforms and at events as needed.

**Essential Functions:**
The Marketing Student Assistant will assist with ensuring that UAS Food Service, Golden Eagle Hospitality, and UAS website’s identity standards, professionalism, and consistency are maintained and met through production of collateral material, display cases, promotional material, and marketing information. The incumbent will assist with the development, implementation, and revisions of the UAS Marketing/Communication Plan, generate creative, original content and assist with management of UAS’s social media marketing strategy across all UAS’s operations platforms, including but not limited to Facebook, Instagram, YouTube, LinkedIn, Snap Chat. Coordinate and/or assist with program area assessment efforts. The incumbent will gather and organize content for graphic requests; distribute final digital assets to appropriate areas for posting; post and deliver marketing materials; distribute materials to UAS Programs and other campus organizations, set-up promotional displays. The incumbent will work as a UAS representative at events when available; maintain a positive and upbeat attitude in order to provide quality customer service for all staff and customers, and maintain a positive relationship with staff & co-workers, and collaborate with other department areas.

The incumbent will assist in the coordination of special projects, including but not limited to sponsorships, scheduling, contracts, etc.; assist and when necessary, coordinate photographers and participants during promotional photoshoots; develop and implement creative and original marketing strategies and tactics; assist in planning special promotions or events; research, identify, and apply new strategies or tools for marketing, outreach, and communication efforts; assist in determining the needs of the Cal State L.A. community through surveys, focus groups, etc. Attend all mandatory meetings, workshops, and retreats. Maintain prompt hours and follow absence procedures. Adhere to and enforce all UAS policies and procedures. Other duties as assigned.

**Requirements:**
- Must be a current Cal State LA Student in good academic standing and making satisfactory progress.
- Must be available to work summer and fall semesters; full-time availability during summer.
- Student in Marketing or Public Relations
- Experience in social and digital media; experience with marketing, advertising, communications, or customer service.
- Must be a self-starter; highly organized and have great time management and planning skills; excellent oral and written communication skills; positive attitude, detail and customer-oriented with excellent multitasking abilities.

**Desired Qualifications:**
Photography skills preferred.
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 continued employment of current UAS employees who apply for the position.

Review of applications/resumes will begin on May 12, 2021 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.

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