Marketing and Branding Student Assistant

DEPARTMENT SUMMARY

Housing and Residential Engagement at Cal State Fullerton provides a safe and secure on-campus housing option for more than 2,400 students.

POSITION SUMMARY

The Marketing and Branding Student Assistant provides direct support to the Associate Director, Administration and Conference Services and the Housing Events and Marketing Coordinator. Responsible for a variety of work assignments including graphic design work, marketing material production, photography, copywriting/editing, branding standards alignment/training, production of promotional/apparel items, and support of departmental social media efforts. Experience with graphic design and a strong understanding of Adobe Illustrator. Ability to use Photo/Video editing software like Adobe Illustrator, Photoshop, Premiere Pro, After Effects, etc. and ability to work independently and manage multiple projects simultaneously is required.

This position is part of the Housing and Residential Engagement office staff and may be required to assist with tasks related to the overall success of the office by serving as the initial contact with residents and guests at the Housing Office, responding to customer service issues, providing housing tours, answering the phone, and opening/closing.

SPECIAL REQUIREMENTS

1. Must be a full-time Cal State Fullerton student.
2. During Fall Recess, Winter Recess, and Spring Recess, the Housing Office is open and the person in this position may be scheduled to work.
3. Must be able to lift 25 pounds without assistance.

AVAILABLE WORK HOURS

The person in this position may schedule their own work hours on Monday-Friday between 8 a.m. and 5 p.m. or additional hours for special projects as needed. This is an academic year appointment, with the opportunity to return to the following academic year.

COMPENSATION

Hourly, starting at minimum wage, up to 20 hours per week when classes are in session; up to 40 hours per week when classes are not in session.

IMPORTANT DATES

- January 2023 (Tentative, based on hire date): Winter Training and Spring Move-In. Exact dates TBD.
- Spring 2023: REQUIRED Support at Experience CSUF Day. Exact date TBD.
- August 2023: REQUIRED Fall Training and Support for Move-In Day 2023. Exact dates TBD.
Position Description
Marketing and Branding Student Assistant

RESPONSIBILITIES

• Create marketing materials including but not limited to, Instagram posts, fliers/brochures, event posters, informational signage, maps, digital screens, website graphics, videos, and other projects as assigned.
• Assist with marketing campaigns and branding upkeep.
• Must be able to use Adobe Creative Cloud programs such as Illustrator and Photoshop to edit and create marketing materials.
• Assist the Housing and Residential Engagement office staff with various projects and assignments as needed.
• Must be able to collaborate with various campus partners such as The Daily Titan and DPS.
• Must be comfortable using poster printers.
• Other marketing projects as assigned.

MINIMUM QUALIFICATIONS

• Ability to take initiative with projects and work independently towards the completion of assigned tasks.
• Ability to develop and maintain positive working and personal relationships with Housing and Residential Engagement staff.
• Ability to work effectively as a member of the Housing and Residential Engagement team.
• Computer skills to use Microsoft Word, Excel, and various database applications.
• Experience using Adobe Creative Cloud software like Adobe Illustrator, Photoshop, and InDesign
• Excellent customer service skills.
• Ability to interact with diverse populations.
• Organizational and time management skills and the ability to meet deadlines.
• Flexibility to work in a fast-paced environment with changing priorities.
• Ability to work from March 16, 2020– May 31, 2021 (TBD); including evenings, some weekends, and holidays. Days off and vacations to be scheduled by the Assistant Director, Administration and Conference Services depending on work demands. Work opportunities during the summer may be available.
• Must have at the time of hire, and maintain, the following requirements:
  o An overall Cal State Fullerton GPA of 2.5 or higher and a minimum semester GPA of 2.25
  o No current or pending disciplinary sanctions in Housing and Residential Engagement.
  o Current enrollment, good academic and judicial standing at Cal State Fullerton.
  o Successfully complete a background check.

PREFERRED QUALIFICATIONS

• At least one-year experience living in on-campus Student Housing at Cal State Fullerton.
• Familiarity with Student Housing.
• Ability and familiarity with Adobe Creative Cloud.
• Graphic design knowledge preferred.