



Associated Students

CAL POLY HUMBOLDT

**Associated Students of Cal Poly Humboldt
Job Announcement
This is not a state position**

Job Title: Marketing Student Assistant
Hours: Part-Time, up to 20 hours per week
Compensation: \$16.50 per hour, DOE
FLSA Status: Non-Exempt
Supervisor: A.S Executive Director

Associated Students Summary

Associated Students' (A.S.) mission is to support and represent the students of Cal Poly Humboldt (CPH) by continuing the organization's legacy of student advocacy and leadership; to enhance CPH students' education through high quality programs and services; and to prepare students as they move towards a thoughtful and purposeful life after graduation.

A.S. is a non-profit auxiliary corporation serving the students of CPH whose primary source of funding is from mandatory student body fees. A.S. funding includes Campus Center for Appropriate Technology (CCAT), Eric Rofes Multicultural Queer Resource Center (ERC), Student Access Gallery (SAG), Waste Reduction & Resource Awareness Program (WRRAP), Women's Resource Center (WRC), Scholars Without Borders (SWB), Student Legal Lounge (SLL), Children's Center, Office of Student Life (OSL), Drop in Recreation, Lap Swim (Pool), Learning Center Tutorial Program, Social Justice Equity and Inclusion Center (SJE&IC), Oh! Snap, Recreation Sports, Youth Education Services (YES), El Centro, ADPIMENA (ADPIC), Diverse Male Scholars Initiative, Food Sovereignty Lab, Service-Learning Programs, and the Summer Study Abroad Program.

Position Summary

Under the supervision of the A.S Executive Director, the Marketing Student Assistant addresses the needs of the Student Government program in researching, implementing, and developing guidelines and procedures for marketing and communications of the Student Government brand and events. This position works closely with the Public Relations Officer and Marketing department to ensure that A.S. and Cal Poly Humboldt brand standards are met and adhered to. This highly motivated and creative individual is responsible for the production and distribution of promotional materials and graphics requests, gathering and drafting content and administering A.S. social media marketing strategy, developing strategies to increase participation in sponsored activities and programs, and representing the A.S brand across our social media platforms and at outreach events as needed.

Essential Functions

- Assist with ensuring that A.S. Student Government identity standards, professionalism, and consistency are maintained and met through production of collateral material, display cases, promotional material, and marketing information.
- Generate creative, original content and assist with management of A.S. social media marketing strategy across all A.S. Programs.
- Create and disseminate digital content, including but not limited to the A.S. website, apps, e-newsletters, press releases, and presentations for A.S. programs and services.
- Coordinate and/or assist with Student Government program area assessment efforts.
- Draft, review, and organize content for graphic requests.
- Distribute final digital assets to appropriate areas for posting.
- Post and deliver marketing materials; distribute materials to A.S. Programs and other campus organizations.
- Set-up digital and in-person promotional displays.
- Work as A.S. representative at events when available.
- Maintain a positive and upbeat attitude in order to provide excellent customer service.
- Maintain a positive relationship with staff and co-workers.

- Assist in the coordination of special projects.
- Assist in the coordination of public relations and marketing for A.S. Student Government programs and services.
- Develop and implement creative and original marketing strategies and tactics.
- Assist in planning special promotions or events.
- Collaborate with other program areas.
- Assist and when necessary, coordinate photographers and participants during promotional photoshoots.
- Collaborate with A.S Public Relations Committee.
- Research, identify, and apply new strategies or tools for marketing, outreach, and communication efforts.
- Assist in determining the needs of the Cal Poly Humboldt campus community through surveys, focus groups, etc.
- Other duties as assigned.

Knowledge, Skills, and Abilities

- Requires excellent verbal and written communication skills, as well as excellent interpersonal skills.
- Ability to work independently with minimal supervision, and take the initiative to improve processes and procedures.
- Ability to effectively present information and respond to questions from managers, students and the general public.
- Ability to write business correspondence.
- Must be proficient in MS Word, MS Excel, Google Mail, Google Calendar, and Google Docs.
- Ability to type at least 60 WPM.

Work Environment, Hours and Physical Demands

- This job operates in an office environment and routinely uses standard office equipment.
- Must be able to operate a computer, including a keyboard and mouse, and phone.
- Must be able to occasionally lift or carry office or event products or supplies, up to 40 pounds.

Preferred Education and Experience

- Must be a currently matriculated Cal Poly Humboldt student.
- Knowledge of the campus and university services.
- Customer service experience.

APPLICATION PROCEDURE

Qualified applicants should submit the following items via email to hsuas@humboldt.edu

1. Cover letter
2. Résumé
3. Three professional reference contacts
4. Course Schedule