

# California State University, Fresno Foundation

## INTEGRATED MARKETING COORDINATOR – RESNICK STUDENT UNION JOB ANNOUNCEMENT #22-370

<b>POSITION SUMMARY:</b>	<p><b>Full-time, benefited position available for the Student Union through the California State University, Fresno Foundation.</b> This position provides strategic direction and implementation of an integrated and multifaceted marketing and communications operation for the events, services and facilities of the Resnick Student Union and Student Involvement Office. This position will assist with the supervision of a team of student graphic designers and will collaborate with student leaders, staff and other stakeholders related to conceptualize and execute campaigns to market Resnick Student Union services and involvement opportunities at Fresno State. This position will also focus on the new areas of the Resnick Student Union in regards to developing content for the video wall and screens.</p>
<b>ESSENTIAL JOB FUNCTIONS:</b>	<ul style="list-style-type: none"> <li>• Develop strategic vision and implement plan for marketing and branding of events, services and facilities associated with the Resnick Student Union and Student Involvement</li> <li>• Serve as an advisor for student leaders and professional staff members, providing guidance and support with marketing and communications needs for event and services promotion</li> <li>• Develop a comprehensive plan to utilize digital signage throughout RSU, including video walls and screens.</li> <li>• Recruit, manage and supervise student graphic designers/student employees in the design, layout and production of publications, brochures, posters, banners, presentations, website imagery, calendars, videos, signage and other promotional or marketing materials.</li> <li>• Oversee distribution of marketing materials.</li> <li>• Understand and enforce departmental compliance with University design and branding guidelines, policies and procedures</li> <li>• Write copy for advertisements, brochures, press releases and other communications vehicles.</li> <li>• Manage updates and posting on all social media platforms associated with the Resnick Student Union.</li> <li>• Maintain and update Student Involvement/RSU website and ensure accurate, timely, engaging and interactive content.</li> <li>• Plan and execute promotional events in collaboration with vendors, service centers, student groups and professional staff.</li> <li>• Develop guidelines, fee structure and procedure for request &amp; delivery of graphic design/marketing services for stakeholders.</li> <li>• Provide training and development to student leaders and employees relative to marketing and public relations.</li> <li>• Coordinate photography and film/video shoots for departmental events as needed.</li> <li>• Assist with assessment and evaluation of programs and services.</li> <li>• Attend weekly Student Involvement staff meetings and represent the office at designated committee meetings and with campus stakeholders and service offices.</li> </ul>
<b>POSITION REQUIREMENTS:</b>	<p><i>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</i></p> <ul style="list-style-type: none"> <li>• Minimum of a Bachelor's degree in marketing, communications, public relations, or closely related field</li> <li>• Minimum of one (1) year professional work experience in marketing, communications, or graphic design field and/or a combination of work experience and education.</li> <li>• Experience leading and supervising creative teams (graphic designers, copy writers) and developing integrated marketing plans or campaigns is strongly preferred</li> <li>• Experience working with college students in a higher education setting highly desired or working in a University setting</li> </ul>

	<ul style="list-style-type: none"> <li>• Proficiency with website content management software, Adobe InDesign, Illustrator, Photoshop, Dreamweaver and other design software, Microsoft Office Suite, Google and social media applications</li> <li>• Experience producing variety of print and electronic media promotional materials and items</li> </ul>
<b>COMPENSATION:</b>	<b>\$19.23 per hour (\$40,000 annual).</b> Benefits include medical, dental, vision, life insurance, 401K, vacation, sick, and holiday pay.
<b>DEADLINE:</b>	<b>Application review begins September 16, 2022; open until filled</b>
<b>TO APPLY:</b>	<p><b>Please visit the Auxiliary Human Resources page at <a href="https://auxiliary.fresnostate.edu/association/hr/employment-opportunities.html">https://auxiliary.fresnostate.edu/association/hr/employment-opportunities.html</a> for job announcement and application. Applications may be mailed, emailed, faxed or delivered in person to:</b></p> <p>California State University, Fresno  Auxiliary Human Resources  2771 E. Shaw Ave. (there is no suite number)  Fresno, CA 93710 Fax: (559) 278-0988</p> <p>E-mail completed application &amp; resume to: <a href="mailto:HRAUX@LISTSERV.csufresno.edu">HRAUX@LISTSERV.csufresno.edu</a></p>

## **RESUMES WILL NOT BE ACCEPTED WITHOUT A COMPLETED APPLICATION**

*California State University, Fresno is a smoke free campus. For more information, please click <http://fresnostate.edu/adminserv/smokefree/index.html>*

*Employment for this position is by the California State University, Fresno Foundation. This is not a State of California position.*

**AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY/ADA EMPLOYER**

California State University, Fresno Auxiliary Services is proud to be part of the Fresno State community. As part of the campus community, Auxiliary Services follows the CSU policy that requires all faculty, staff and students who are accessing campus facilities at any university location to be immunized (fully vaccinated) against the virus that causes COVID-19. The policy does allow for medical or religious exemption from the immunization requirement. Auxiliary Services requires all of its employees to be fully vaccinated against COVID-19 or present a medical or religious exemption and any appropriate backup documentation. Fully vaccinated is defined as having received the dose at least 14 days prior to being on boarded, if selected. Current and new employees are required to adhere to this policy by September 30, 2021 and remain in adherence after that date.