

California State University, Fresno Foundation

DIGITAL CONTENT STUDENT ASSISTANT – UNIVERSITY MARKETING AND COMMUNICATIONS

JOB ANNOUNCEMENT #25-733

POSITION SUMMARY:	<p>Student position with University Marketing and Communications through the California State University, Fresno Foundation. The Digital Content Student Assistant for University Marketing and Communications is responsible for creating compelling video and photos to promote Fresno State, elevate its brand and inspire philanthropy. The Student Assistant will play a leading role in developing customized social media video content for all of the University's social media platforms, but with a primary focus on TikTok and Instagram.</p> <p>The Student Assistant will support on-location production including recording, photography, lighting and audio set up, as well as assist with editing, post-production and publishing of content. The student may be required to appear on camera as needed.</p> <p>This position will focus on content creation for the University's social media accounts, primarily TikTok and Instagram, but may also include Facebook, Twitter and LinkedIn. This student assistant may also support content requests from other outlets within University Marketing and Communications or in partnership with Brand Strategy and Marketing.</p> <p>This highly-desired position will offer the selected candidate excellent opportunities for:</p> <ul style="list-style-type: none"> • Real world, on the job experience • Content creation and portfolio building • Working with campus leadership • Developing skills such as filming for mobile devices, audio and video editing, and communication
ESSENTIAL JOB FUNCTIONS:	<p>Typical duties include but are not limited to:</p> <ul style="list-style-type: none"> • Develop and execute content ideas for social media, particularly TikTok and Instagram Reels. • Film, edit and publish final products to social media. • Support social media monitoring and engagement on TikTok. • Support content needs for the entire University Marketing and Communications team, including creating multimedia for Campus News, today.fresnostate.edu, social media and Fresno State Magazine. • This position may also be asked to support routine office functions as needed, or other duties as assigned.
QUALIFICATIONS & EXPERIENCE:	<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"> • Must be currently enrolled as a student at California State University, Fresno in at least six (6) units (undergrad) or four (4) units (grad) • Basic understanding of digital photography and videography principles • Familiarity with the TikTok platform and its features • Basic understanding of photo and video editing software • Willingness to learn new skills and software • Willingness to work independently as well as part of a team • Must be able to lift equipment up to 25 pounds and stand for more than one hour at a time. • Strong organization and time management skills. Ability to prioritize multiple projects and meet deadlines. • Ability to present yourself professionally as a representative of the University Marketing and Communications office. • Must have ability to work a flexible schedule • Ability to work independently • Open to constructive input

COMPENSATION:	\$16.50 per hour
DEADLINE:	Application review begins immediately; open until filled.
TO APPLY:	<p>Please visit the Auxiliary Human Resources page at https://auxiliary.fresnostate.edu/association/hr/employment-opportunities.html for job announcement and application.</p> <p>E-mail completed application & resume to: angel@csufresno.edu</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.

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