

California State University, Fresno Foundation

DIGITAL MARKETING STUDENT ASSISTANT – UNIVERSITY MARKETING AND COMMUNICATIONS

JOB ANNOUNCEMENT #25-690

POSITION SUMMARY:	Student position with University Marketing and Communications through the California State University, Fresno Foundation. Under the direction of the Senior Director and Social Media Specialist in University and Marketing Communications, the Digital Marketing Student Assistant will create content for social media, email marketing, and engage with the online community. The qualified applicant will help maintain the university's institutional accounts on the primary social media platforms (Facebook, Twitter, Instagram, LinkedIn and TikTok). This includes creating original content, social media listening, and engaging with Fresno State's online audience. Secondary duties include supporting digital marketing efforts for the university, including email marketing, YouTube support and digital advertising campaigns. This highly desired position will offer the selected candidate excellent opportunities for: • Real world, on-the-job experience • Content creation and portfolio building • Working with campus leadership The majority of working shifts will take place during university business hours, except for occasional event coverage on nights or weekends.
ESSENTIAL JOB FUNCTIONS:	Typical duties include but are not limited to: • Help maintain the university's Facebook, X, Instagram, LinkedIn and TikTok accounts. • Develop content for the above social media platforms, designed to resonate with the university's audiences. • Monitor social media for sentiment and other university-related online dialogue. • Engage with the university's social media audience and answer community questions. • Support email marketing campaigns and e-newsletters (for both internal and external audiences). • Support overall marketing initiatives, including content creation, event support and research. • Perform office functions, event set-up and other assignments related to the operations of University Marketing and Communications (when available).
QUALIFICATIONS & EXPERIENCE:	<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> Required: • Must be currently enrolled as a student at California State University, Fresno in at least six (6) units (undergrad) or four (4) units (grad). • Strong oral and written language skills. • Familiarity with the social media platforms listed above. • Ability to work independently and as a part of a team. • Commitment to organization and time management. • Ability to present yourself professionally as a representative of the Office of the President. • Must have the ability to work a flexible schedule. • Ability to work independently. • Open to constructive input.

	Preferred Skills: • Knowledge of Associated Press (AP) writing style. • Basic video and photo editing skills.
COMPENSATION:	\$16.50 per hour
DEADLINE:	Application review begins immediately; open until filled.
TO APPLY:	Please visit the Auxiliary Human Resources page at https://auxiliary.fresnostate.edu/association/hr/employment-opportunities.html for job announcement and application. E-mail completed application & resume to: auxiliary-hr@mail.fresnostate.edu

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