

California State University, Fresno Association, Inc.

MARKETING & SOCIAL MEDIA AMBASSADOR – UNIVERSITY DINING SERVICES

JOB ANNOUNCEMENT #26-824

POSITION SUMMARY:	Part-time, non-benefited position for the California State University, Fresno Association – Dining Services. Position is open to current Fresno State Students only. This position will work a flexible schedule, which may include weekends and/or evenings.
ESSENTIAL JOB FUNCTIONS:	Typical duties include, but are not limited to: • Create engaging content for Instagram, TikTok, Facebook, and other social media platforms. • Grow and increase engagement across Fresno State Dining Services' social media channels. • Tell the story of campus dining through photos, videos, reels, interviews, and behind-the-scenes content. • Promote dining locations, meal plans, new menu items, special events, and promotions. • Create excitement and buzz around campus dining experiences. • Attend campus events and dining promotions to capture content and interact with students. • Develop creative marketing campaigns that increase awareness and student participation. • Assist with planning and executing special events, giveaways, and promotional activities. • Monitor social media trends and recommend new ideas to keep content fresh and engaging. • Collaborate with the Dining Services leadership team to develop marketing strategies. • Represent Fresno State Dining Services in a positive, enthusiastic, and professional manner. • Performs other related job duties as required or assigned
POSITION REQUIREMENTS:	<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> • Must be a currently enrolled Fresno State student. • Available to work up to 20 hours per week. • Strong understanding of Instagram, TikTok, Facebook, and current social media trends. • Excellent written and verbal communication skills. • Creative thinker with an eye for photography, video, and graphic design. • Comfortable speaking with students and creating on-camera content. • Self-motivated, organized, and able to manage multiple projects. • Experience with Canva, Adobe Creative Suite, CapCut, or similar creative tools is preferred. • Marketing, Communications, Journalism, Graphic Design, or related majors are encouraged to apply, but all majors are welcome.
COMPENSATION:	\$16.90 per hour
DEADLINE:	Application review begins immediately. Position will remain 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 Association, Inc. This is not a State of California position.*

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