<table>
<thead>
<tr>
<th>Position Title:</th>
<th>Social Media &amp; Marketing - Student Assistant</th>
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<td>Compensation:</td>
<td>$14-$15/hr; Excellent leadership development and personal growth opportunities. Opportunity to develop career portfolio.</td>
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| Employment:    | • Hours: approximately 15-20 hours/week depending on projects.  
                 • At least 50% of hours to be worked in Wellness Lounge; some remote evening and weekend hours may be available for project work.  
                 • May be expected to attend all or part of staff retreats as well as weekly staff meetings.  
                 • Appointment is on a semester basis; qualified candidates who perform as expected will be renewed for additional semester(s). |
| Application Process: | • Must have experience in the area of social media and marketing.  
                          • Submit cover letter, resume, and link to portfolio of work (preferred) with brief statement indicating why you are interested in this position to: Anna.Ang@sjsu.edu or to drop it off at the Wellness Lounge front desk, Student Wellness Center, rm.101.  
                          • Complete interview on assigned date (only top candidates will be invited for interview).  
                          • Open immediately until position is filled. |
| Position Description: | **Overview:** This position will help to expand Wellness and Health Promotion’s outreach through social media and marketing efforts. The incumbent will select appropriate communication channels for advertising and placement of our program efforts, including maintaining and growing our following on our Facebook and Instagram sites. This position works closely with our Graphic Design Student Assistant and reports to the Assistant Director, Wellness and Health Promotion.  
                          **Duties:**  
                          1. Market and promote Wellness & Health Promotion and Student Health Center activities and services.  
                          2. Expand outreach of department to wider student audience.  
                          3. Collaborate to conceptualize, develop, and deliver effective marketing campaigns.  
                          4. Manage the promotion of all WHP programs, services, and events to diverse campus audiences; deliver online and hard copy materials via prioritized distribution channels.  
                          5. Collaborate to conceptualize and develop strategic marketing plan, including branding for department.  
                          6. Cover tabling/outreach efforts outside of the building as needed.  
                          7. Answer phones, respond to emails, post on social media sites upholding established Wellness and Health Promotion values.  
                          8. Other duties as assigned.  
                          **Minimum Qualifications:**  
                          1. Exceptional verbal and written communication skills with a strong customer service orientation.  
                          2. Ability to foster good working relationships and operate as part of a cohesive team.  
                          3. Strong organizational skills and ability to plan, initiate, and complete projects with autonomy or in collaboration.  
                          4. Expertise using social media as a marketing tool (e.g., Instagram, Facebook, etc.).  
                          5. Ability to use analytics to assess and evaluate impact.  
                          6. Familiarity with marketing channels available at SJSU.  
                          7. Understanding and appreciation of the rich diversity of cultures and identities that help to define SJSU; ability to use inclusive language and integrate social justice practices into applied work.  
                          8. Ability to learn and adhere to laws and regulations unique to a health environment related to confidentiality (HIPAA, Title IX, etc.).  
                          9. Must be enrolled in at least six units and be in good academic (minimum GPA is 2.75) and judicial standing with SJSU. |