



Associated Students, San Jose State University Job Description

Position Title: Web & Social Media Assistant
Position Department: Marketing
FLSA Status: Non-Exempt
Full/Part-Time: Student, Part-Time
Compensation: \$15.25 per hour (20 hours per week maximum)
Reports to: Marketing and Communications Coordinator

Click [here](#) to apply!

Associated Students Summary

Associated Students' (A.S.) mission is to support and represent the students of San José State University by continuing the organization's legacy of student advocacy and leadership; to enhance SJSU students' education through high quality programs and services; and to prepare students as they move towards a thoughtful and purposeful life after graduation.

A.S. is a non-profit auxiliary corporation serving the students of San Jose State University whose primary source of funding is from mandatory student body fees. A.S. Departments include the Cesar Chavez Community Action Center, Child Development Center, General Services Center, Human Resources, Information Technology, Events, Marketing, Print & Technology Center, Student Government, and Transportation Solutions.

Position Summary

The Web and Social Media Assistant oversees Associated Students' social media channels and the website. This position focuses on sharing information to enhance and improve brand image, increase campus-wide awareness of programs, services, events and other marketing campaigns.

Essential Functions

- Regularly post, monitor and evaluate content: captions, videos and graphic images.
- Work with marketing, Board of Directors, and A.S. department representatives to create video content.
- Provide timely responses to posts on various A.S. social media channels
- Create and manage events, post videos and event albums on Facebook.
- Track and report on social media metrics.
- Attend A.S. and campus events to post live information on social media channels.
- Promote online campaigns, surveys, application forms and other links.
- Stay current on campus-wide communications, news, blogs, and social media pages and share relevant/timely information with A.S. audience.
- Update content on home page and A.S. department pages: regularly post, monitor and evaluate content: announcements, events, web banners, navigation, graphic images, videos, documents.
- Work to keep consistent design and format on all department pages.
- Ensure that key messages are applied consistently throughout the website.
- Provide regular project status reports to supervisor.
- Attend regular department staff meetings and on-going staff development trainings.

- Communicate regularly in person and via email with other A.S. staff, clients, photographers, copywriters, and web developers.
- Stay updated about new social media platforms, current trends, techniques, and strategies in social media.
- Incorporate relevant strategies and/or suggest new platforms for reaching target audiences.

Knowledge, Skills and Abilities

- Adept at learning OU Campus to edit website.
- Adept at using or learning Canva Pro to create social media graphics.
- At ease with social media applications.
- Ability to assimilate and disseminate complex information.
- Good organizational skills: ability to prioritize and complete assigned work duties and handle a variety of tasks
- Proficient verbal and written communication skills
- Capacity to work effectively in a University environment, including its programs and services, requirements and procedures, and the overall mission and goals of an educational institution.
- Requires excellent time management skills (deadline-driven).
- Requires excellent interpersonal skills.

Work Environment, Hours and Physical Demands

- This job operates in an office environment and routinely uses standard office equipment.
- Part-time work hours are Monday through Friday, between 8:00 AM and 5:00 PM.
- Must be able to operate a computer, including a keyboard and mouse, and phone.
- Must be able to occasionally lift or carry office or marketing products or supplies, up to 40 pounds.

Other Duties

- This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Activities, duties, or responsibilities may change at any time, with or without notice.

Required or Preferred Education and Experience

- Must be a current SJSU Student.
- Concentration in Journalism, Communications, Public Relations or Marketing preferred.
- Proven experience using social media platforms, including but not limited to, Instagram, Facebook, Twitter, SnapChat and YouTube.
- Experience in Content Management Systems (CMS) a plus.
- Experience in Google/Gmail, Microsoft programs; including Word, Publisher, and Excel

Notes to Applicants

The person holding this position is considered a mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 Revised July 21, 2017 as a condition of employment.

This position may be exposed to sensitive or personal information and is required to comply with the requirements set forth by the Integrated CSU Administrative Manual 8000 series and Associated Students Information Security Standards as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily after a conditional offer of employment. Failure to satisfactorily complete the background check may affect a conditional offer of employment.

Equal Employment Statement

Associated Students provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. A.S. provides reasonable accommodations for applicants with disabilities who self-disclose.

Applications

Applicants must submit a complete application through the Associated Students applicant tracking system, ADP. Only complete applications will be considered.

Deadline

The position will remain open until filled.

Click [here](#) to apply!