



Associated Students, San Jose State University
One Washington Square
San Jose, Ca 95192-0128

Position Title: TikTok Content Creator
Position Department: Marketing
FLSA Status: Non-Exempt
Full/Part-Time: Student, Part-Time
Compensation: \$18.00 per hour
Reports to: Marketing & Communications Manager

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 TikTok Content Creator is an outgoing and highly creative student who shines on and behind the camera to develop TikTok videos to enhance the Associated Students (A.S.) brand in order to promote campus-wide awareness of the organization's events, programs and services, and its Board of Directors and departments.

Essential Functions

- Gain a solid understanding of Associated Students and be able to share branded videos primarily on TikTok, as well as Instagram Reels, Facebook and YouTube accounts.
- Create a TikTok marketing plan to promote events, programs, and services to support student engagement, success, and advocacy.
- Regularly film, edit, caption, and post TikTok content that are original, relatable, fun, and informational.
- Be one of the primary face of Associated Students on TikTok @as_sjsu.
- Attend A.S. and collaborative campus events to film content and/or post live information on the channel.
- Promote online campaigns, surveys, application forms, and various links.
- Collaborate with A.S. Marketing, the A.S. Board of Directors, and the A.S. departments, among others, for content creation.
- Stay current on campus-wide communications, news, blogs, and social media pages to share relevant/timely information on TikTok @as_sjsu.
- Keep up with the latest TikTok trends, innovations, and emerging media.
- Ensure that brand image and messages are communicated consistently and appropriately.

- Monitor and provide timely responses to posts and Direct Messages on TikTok and other social media platforms as needed.
- Track and report on TikTok metrics, as requested.
- Attend regular department staff meetings and on-going staff development trainings
- Communicate regularly, in person, phone and via email, with supervisor, team, department clients, and A.S. IT and University IT.
- Supports SJSU New Student Orientation with resource fair tabling as needed Spring.
- Other duties as assigned.

Knowledge, Skills and Abilities

- Thinks outside the box
- Comfortability in front of and behind a camera
- Ability to produce fresh and creative content on a regular basis
- Adept at or willing to learn CanvaPro
- Adept at or willing to learn video editing applications such as Premiere Pro and/or Final Cut
- Able to assimilate and disseminate complex information
- Proficient in Google and Microsoft products/programs
- Excellent deadline-driven time management skills
- Excellent verbal and written communication skills
- Excellent interpersonal skills
- Able to operate printers and copier machines
- 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

Work Environment, Hours and Physical Demands

- This job operates in different campus locations and 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.
- Occasional evening and weekend work may be required as job duties demand.
- 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, Advertising, Communications, Public Relations or Marketing preferred.
- Strong knowledge and proven experience in TikTok
- Experience in video editing

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!