



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

**Position Title:** Social Media/Communications Assistant  
**Position Department:** Transportation Solutions  
**FLSA Status:** Non-Exempt  
**Full/Part-Time:** Part-Time  
**Compensation:** \$15.45 per hour  
**Reports To:** Commute 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 Social Media/Communications Assistant promotes TS alternative commute services and incentives through various platforms. This position will assist with the development of Transportation Demand Management (TDM) marketing campaigns and projects. Oversee the TS website, social media, newsletters, etc. Perform outreach and build campus community relationships that will increase TS awareness and services as well as support in customer service and administration.

### **Essential duties:**

- Regularly post, monitor, and evaluate content: captions, videos, and graphic images for social media.
- Work with AS Marketing and campus partners to develop content.
- Provide timely responses to posts and inquiries on social media channels, live chat, and square customer inquiries.
- Develop social media campaigns and contests to increase awareness of TS services, social media presence, and engage the SJSU community.
- Track and report on social media metrics and develop recommendations for improvement.
- Stay up to date about new social media platforms, trends, and strategies for effective marketing through social media.
- Regularly review and update content on TS website, including announcements, events, web banners, navigation, graphic images, videos, content, links, and documents.
- Review campus partners' websites and ensure TS-related information is up to date.
- Work with AS Marketing to keep the consistent design, look, and feel on all department pages.

- Collaborate with AS Marketing and graphics to organize and produce TS web-page graphics, print, material, videos, etc.
- Work with Commute Coordinator on consistent messaging and branding across TS marketing and communication channels.
- Assist in developing content for email campaigns, newsletters, presentations, and the SAMMY app.
- Assist with management of contacts for campus communications and email distribution.
- Perform outreach as needed to promote TS services and ongoing promotional campaigns/contests.
- Provide timely responses for transportation email inquiries.

#### **KNOWLEDGE, SKILLS, ABILITIES, AND OUTCOMES:**

- Adept at or willing to learn Content Management Systems (CMS) to edit website
- Adept in CanvaPro to create social media graphics
- Proven experience using social media platforms, including but not limited to, Instagram, Facebook, Twitter, and YouTube.
- Able to assimilate and disseminate complex information.
- Excellent oral and written communication skills
- Excellent interpersonal skills
- Excellent deadline-driven time management skills
- Proficient in Microsoft and Google products/programs
- Demonstrate the capacity to work effectively and efficiently in a diverse University environment.
- Knowledge of local and regional transit systems a plus

#### **Work Environment, Hours and Physical Demands**

- This job operates in an office environment and routinely uses standard office equipment.
- Work hours are Monday through Friday, 8:00 AM – 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 event 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 SJSU enrolled student.
- Concentration in Journalism, Advertising, Communications, Public Relations or Marketing (preferred)

#### **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!