



## **Social Media and Outreach Assistant**

**RATE:** \$18.28 – \$19.03 Hourly  
**WORKWEEK CLASS:** Non-Exempt  
**WORK SCHEDULE:** Part-time; 15 - 20 hours/week

### **GENERAL STATEMENT:**

Under the direction of the Director of Graphics & Marketing, the Social Media and Outreach Assistant is responsible for creating, managing, and engaging with content across multiple social media platforms to enhance the visibility and outreach of Associated Students, Inc. The role involves developing creative strategies, producing multimedia content, and fostering online interactions with the campus community. The candidate must have strong communication skills, a passion for social media engagement, and be proficient in Adobe Premiere and After Effects for video production, as well as Photoshop and Illustrator. Creativity, enthusiasm, reliability, and adaptability are essential, along with the ability to take initiative and work well with a diverse campus population.

### **REPORTS TO:**

Director of Graphics & Marketing

### **CONDITIONS OF EMPLOYMENT:**

Continued employment in this position is dependent upon the mutual consent of ASI and the employee. The condition of employment for this position is such that the employee can be terminated at will.

### **SPECIFIC ABILITIES, SKILLS AND/OR KNOWLEDGE REQUIRED:**

- Demonstrable experience in social networking and proficiency with social analytics tools.
- Excellent consulting, writing, editing (photo/video/text), presentation, and communication skills.
- Willingness to public speak or present to large groups (100+ students or staff).
- Strong written and verbal communication skills.
- Highly organized, detail-oriented, and able to take initiative while working with limited supervision.
- Ability to work effectively in a diverse, team-oriented environment.
- Experience in planning, promoting, and executing social media campaigns.
- Proficiency in working within a cross-platform environment (Mac preferred).
- Strong understanding of both the promotional and technical aspects of social media.

### **DUTIES:**

- Manage social media interactions across multiple platforms, including but not limited to Twitter, Instagram, Facebook, and YouTube.
- Assist in tracking user engagement on social media using analytics tools and prepare regular and on-demand reports for management.
- Identify new opportunities to drive growth and engagement on social media platforms.
- Create and modify content such as posts, blogs, short videos, slideshows, and graphics to promote ASI services.
- Possesses strong presentation skills for both online and in-person engagements.
- Actively participate in campus outreach activities (e.g., information booths, university orientation, campus events, outdoor promotion) and maintain a calendar of social media and outreach activities.
- Stay informed and knowledgeable about ongoing ASI projects, resources, and services.



- Distribute promotional materials to faculty, academic departments, administrative offices, and student organizations.
- Maintain a professional and courteous online presence when engaging with social media users.
- Keep a neat and orderly work environment and always demonstrate professionalism and courtesy.
- Collaborate with other university departments to stay updated on their social media and promotional efforts.
- Attend the annual ASI leadership retreats.
- Perform other duties as assigned.

**PREFERRED SKILLS AND QUALIFICATIONS:**

- Knowledge of video editing software such as Adobe Premiere, After Effects, etc.
- Ability to operate independently when making decisions and problem-solving
- Has the ability to interact effectively in a one-on-one setting with staff and customers
- Positive attitude and a willingness to learn

**An Equal Opportunity/Title IX Employer**

In addition to meeting fully its obligations under federal and state law, Associated Students, Inc. is committed to creating a community in which a diverse population can live and work in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, political views, sexual orientation, or other personal characteristics or beliefs.

Upon request, reasonable accommodations will be provided to individuals with protected disabilities to (a) complete the employment process and (b) perform essential job duties when this does not cause an undue hardship.

**Please apply through handshake. If you have any questions or to email your application, please contact the Director of Graphics & Marketing at [gsalaz13@calstatela.edu](mailto:gsalaz13@calstatela.edu)**