Now Hiring | Fall 2019

The Department of Africana Studies is hiring a **Work Study Public Relations and Marketing Student Assistant** to work in the front office.

**Job description**

The Public Relations and Marketing Student Assistant is responsible for building and maintaining a positive public image for the Department of Africana Studies. She/he creates content about the department and shares important information to the public using various forms of communication, including crafting a Newsletter, posting news on social media outlets, creating videos, and flyers.

**Qualifications**

- Must be Junior/Senior standing OR Graduate student.
- In-depth understanding and working knowledge of social media management (Twitter, Facebook, YouTube, and Instagram).
- Knowledge of the PR industry and effective marketing strategies preferred.
- Creative sensibilities and strong communication skills.
- Ability to work quickly and meet deadlines.
- Proficiency/strong, familiarity with In-Design desired.
- Highly efficient and organized.
- Flexibility to attend on-campus events.
- Excellent follow-up and follow-through skills.
- Excellent writing and grammatical skills.
- Ability to conduct on-camera interviews.
- Photography skills desired, but not required.
- Proficiency/strong, familiarity with disability compliance desired.
- Must be eligible for Work-Study.
- **Must be available to work 12-15 hours per week.**

**Responsibilities**

- Assist with the marketing and branding campaign for the Department of Africana Studies.
- Develop strategies for increasing department visibility.
- Videotape and photograph events.
- Create PowerPoint presentations for the departments T.V. monitor.
- Gather and update social media platforms (Facebook, Twitter, Instagram and YouTube).
- Gather content and coordinate updates to the Africana Studies department website.
- Design and maintain an electronic newsletter using Adobe InDesign. This includes researching, gathering and writing content as well as conduct interviews using video technology.
- Logging and maintaining media files and content.
Whom to Contact

- Send your resume and cover letter to:
  - Laura Ontiveros and Terri Lite

Job Classification

  Department ID: 10174
  Classification: II
  Wage: $13
  Length of Employment: August 2019-May 2020
  (Renewable: year to year)
  Hours: 12-15 hours per week

Department of Africana Studies

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