Now Hiring

PUBLIC RELATIONS and MARKETING STUDENT ASSISTANT

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. He/she 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 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 for the Department of Africana Studies. This includes researching, gathering and writing content as well as conduct interviews using video technology.
- Log and maintain media filed and content.

Please send your resume and cover letter to: laura.ontiveros@csun.edu and terri.lite@csun.edu

Department ID: 10174
Classification II: $13.00
Beginning: August 2019
Ending: December 2019
(Renewable: year to year)