Position Description

**Department:** Associated Students Productions  
**Job Title:** Social Media Producer  

**Position Overview:** Under the direction of the Productions department, and the general supervision of the Senior Program Coordinator or Productions Coordinator, the Social Media Producer is responsible for splitting their time between the social media coverage of programs that AS Productions hosts and helping with event programming. The Social Media Producer works with the Producers to coordinate social media planning for all events and maintains communication with the AS Marketing Department.

**Duties:**  
Will work both independently and as part of an assigned work team on major virtual, in-person, and hybrid event marketing, creation, production and evaluation including, but not limited to, the following events: Big Show, Earth Fair/Earth Month, Big Lecture, Big Politics, Summer Movie Series (every Thursday afternoon/evening June through August), Farmers Market (every Tuesday fall/spring semester), Innovation programs, Sol Fest, AS Fair, AS End of Year Celebration, and Event consultation/production for all AS departments.  
- Maintains AS Productions social media presence by creating and posting content on AS Productions platforms – Instagram, Twitter, and other emerging platforms.  
- Creates and strategizes/schedules content in social media calendar.  
- Attends Productions staff meetings.  
- Attends AS Social Media meetings as Production liaison.  
- Oversees budget expenses related to programs as assigned.  
- Recruits, trains and works with program volunteers.  
- Participates in leadership/skill trainings as assigned.

**Qualifications:**  
**Knowledge and Abilities**  
- Ability to direct the work of others.  
- Ability to work well and quickly under pressure both individually and as part of a team.  
- Ability to work on multiple projects simultaneously.  
- Excellent written and oral communication skills.  
- Ability to lift and carry up to 25 pounds.  
- Ability to stand for long periods of time.  
- Ability to work in a variety of indoor/outdoor environments.  
- Ability to work a variety of hours including early morning, evening, late nights and weekends on occasions.

**Education and Experience**  
- Must be currently enrolled as a CSUN student.  
- Has at least one-year experience posting on social media platforms on behalf of an organization, club, group or company.  
- Must be familiar with all social media platforms including feeds and stories.  
- Strong functional knowledge of social media principles, practices, and the desire to apply that knowledge in a professional environment.  
- Ability to learn and adhere to university brand standards and divisional marketing practices.
Specialized skills/training required

- Students hired into this position are required to pass the campus safe driver training program and become certified to drive an electric cart on campus.
- Safe back and lifting on-line course – required training.

SKILL DEVELOPMENT: Student employees in this position will learn and practice the ability to:

- Work with a team of student and professional colleagues in a professional event production environment. Practice professional-level work skills and behaviors.
- Train and mentor the work of peers in volunteer positions within Productions.
- Provide professional-level event consultation services to department and campus colleagues.
- Manage key records and processes of the Associated Students.

PERCENTAGE OF TIME:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing</td>
<td>60%</td>
</tr>
<tr>
<td>Event Production</td>
<td>20%</td>
</tr>
<tr>
<td>Supervision and training of volunteers</td>
<td>10%</td>
</tr>
<tr>
<td>Program budget related tasks</td>
<td>5%</td>
</tr>
<tr>
<td>Skill and leadership training/development</td>
<td>5%</td>
</tr>
</tbody>
</table>

Location: USU-100

Hours: up to 20 hours per week; including event hours

Classification: Class II

Salary Range: $15.50 - $17.00


Desired Class Level(s): Sophomore – Senior

HOW TO APPLY

Please use the regular application available on the AS web page at www.csunas.org.

Inquiries should be made to the Senior Program Coordinator at (818) 677-6314 or at the AS Virtual Office at Zoom ID: 818-677-2477

REQUESTED DOCUMENTS

Associated Students application
Resume

Note: A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the AS. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current AS employees who apply for the position.

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