

Position Description

Department: Associated Students Productions

Job Title: Social Media Producer

Position Overview:

Under the supervision of the Programs Manager, with the direction of AS Marketing, the Social Media Producer is responsible for the social media coverage and marketing of all programs and services under AS Productions & AS Sustainability.

The Social Media Producer works with the Event Producers to coordinate social media planning for all events and maintains consistent communication with the AS Marketing Department.

Duties:

This position will work both independently and as part of a team on event marketing, planning, & posting for including, but not limited to, the following events: *Big Show, Earth Fair/Earth Month, Big Lecture, Big Politics, Summer Movie Fest, Farmers Market, Innovation programs, Trash Talkers, Beach Clean Up, Sustainable Fashion Expo, Matador Exchange, Sol Fest, AS Fair, AS End of Year Celebration, other AS Production events, & other AS Sustainability events.*

This position:

- Maintains social media presence by creating and posting content on both the Productions & Sustainability approved platforms – Instagram, Twitter, and other emerging platforms.
- Work closely with AS Marketing and attend AS Social Media Group meetings.
- Flexibility to be present for all programs and events that will take place on campus and virtually for social media coverage.
- Report monthly analytics to the AS Programs Manager.
- Create, strategize, and schedule content a minimum of one week in advance and post to our project management platform, Basecamp, for review and approval.
- Adheres to all social media guidelines and policies as set forth by the AS Programs Manager in conjunction with AS Marketing.
- Attends weekly staff meetings (typically Mondays from 10:00 am to 12:00 pm) as well as staff training/development meetings.
- Other duties as assigned.

Qualifications:

- Must have experience posting on social media platforms on behalf of an organization, club, group or company – not personal social media accounts.

- Must be familiar with all social media platforms including feeds, stories, and videos.
- 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
- Computer literate, able to use programs: Windows, Microsoft Word, and MAC troubleshooting.
- Experience in graphic design, branding, and creating a brand voice highly encouraged
- Exceptional customer skills are a must.
- Excellent written and oral communication skills.
- Ability to work well and quickly under pressure both individually and as a part of a team.
- Excellent project management skills to consistently meet deadlines.

PERCENTAGE OF TIME:	
Social Media Marketing	55%
Post Designing & Planning	15%
On Site Event Photography & Videography	15%
Editing	15%
Skill and leadership training/development	5%

Location: Sustainability Center
Hours: Up to 20 hours per week; minimum 12 hours per week (may include evening & weekend hours).
Classification: Class II
Salary Range: \$16.54 - \$17.50 per hour (Effective 07/1/2023: \$17.28-\$18.24 per hour)
Desired Major(s): Entertainment Media Management, Marketing, Music Industry, Engineering, Art, Management, Information Systems, Recreation Tourism Management, Business, Family and Consumer Sciences, Environmental and Occupational Health and related fields.
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 Programs Manager at (818) 677-6314.

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.

Last updated: May 2023