

Marketing and Summer Conference Assistant – Hourly Position Overview



Application Deadline: October 24th

Job Description

Provide the Student Housing Summer Conference program and Marketing Department with dedicated and enthusiastic service. Promote on-campus living to current and prospective residents as well as the community and current and prospective students of California State University, Fresno. Promote the Summer Conference program and help the Summer Conference Coordinator maintain facilities during summer.

The Student Marketing Assistant is under direct supervision of the Marketing and Summer Conference Coordinator. This is a year round position that includes the summer of 2023.

Minimum Qualifications

- Must be enrolled as a student at California State University, Fresno
- Strong Communication and Leadership Skills
- Must be in good disciplinary and financial standing with the University and Fresno State Student Housing
- Knowledge of Microsoft Word, Excel, PowerPoint and email
- Academic year: 12 - 15 work hours per week. Summer: 35 - 40 work hours per week. (Regular shifts must be scheduled between the days/hours of M-F, 8am-5pm, however, there may be occasional night and weekend events)

Preferred Qualifications

- Social Media Experience (Instagram, Twitter, Snapchat, Facebook, YouTube)
- Adobe InDesign, Illustrator, Photoshop experience
- Event planning and marketing experience
- Graphic design experience, including some photography experience
- Current Fresno State Student Housing residents preferred (former residents & non-residents may apply)

Expectations

- **Full-time** commitment to the Summer Conference program during the summer months of 2023 (Late May to Mid-August).
- **Part-time** commitment to the Marketing Department during the academic year (Mid-August to Late May).
- Work cooperatively as a part of the Marketing office team.
- Demonstrate exceptional interpersonal, communication, and public speaking relations skills.
- Ability to learn new software and procedures
- Ability to handle multiple tasks and deadlines
- Ability to deal successfully with difficult, demanding, or dissatisfied customers.

- Ability to arrive on time and work all scheduled shifts (winter and spring recess hours are flexible).
- Read and completely understand the on-campus living application brochure, Fresno State Student Housing Handbook and other written materials as provided
- Uphold California State University, Fresno Association Inc. policies and integrity standards as stated in the Fresno State Student Housing Handbook and Employee Handbook
- Be familiar with campus facilities, policies, and regulations (training provided).
- Fulfill responsibilities of position description and stated job expectations of supervisor.
- Behave in a professional, business-like manner.

Summer Conference Responsibilities

- Assist the Marketing and Summer Conference Coordinator with the following:
 - Maintaining floor plans and building charts of Student Housing for use during the Summer Conference program.
 - Making necessary reservations and arrangements for summer conference groups.
 - Preparing paperwork for booking summer conference groups; including preparing floor plans, proposals, and license agreements.
 - Contacting group leaders prior to group arrival and obtaining required conference information and materials.
 - Training of Summer Staff in summer policies and procedures.
 - Taking inventory of and ordering summer publications and forms.
- Establish and maintain summer training, policies and procedures, and conference group master binders.
- Attend all training sessions and workshops arranged for summer staff.
- Attend and participate in weekly staff meetings.
- Work with the Student Housing Summer Staff in the preparation, printing, and posting of various summer conference signs (such as welcome and directional signs, bathroom designations, campus and community maps, campus facilities and hours available for use, linen exchange information, emergency contacts).
- Other duties as assigned.

Marketing Responsibilities

- Promote on-campus living and summer accommodations with all contacts including students, residents, faculty, administrators, vendors, coworkers, campus, community and others.
- Design and post Social Media Content across different Student Housing platforms.
- Occasionally attend and take photos at Student Housing events after hours.
- Provide walking tours of Fresno State Student Housing to prospective residents, university community and campus visitors.
- Work in coordination with the Residential Life Staff and other staff members on scheduling tour coverage.
- Design/post informational signs/posters
- Plan and execute promotional and staff/resident appreciation events.
- Assist with the preparation and delivery of various marketing presentations and activities for the University, Student Housing, and community events. Examples: Preview Day, Opening Day, and more.
- Design and participate in on-campus living presentations.
- Other duties as assigned.

Compensation

- \$15.00 per hour (minimum wage)
- If selected for this position, you will need to show proof of eligibility to work in the United States (Social Security card or international work permit card) and photo ID (California Driver's License or Passport) prior to beginning the position.

An initial employment offer and continued employment is contingent upon a satisfactory background investigation, and other applicable conditions.

Remove this coversheet before submitting your application

3. Briefly describe any customer service experience you have provided in a volunteer or paid position:

4. Briefly describe your marketing experience and course work:

5. What experience do you have with promotional activities?

6. What experience do you have speaking publicly?

7. What qualities or skills do you have that make you the best candidate for this position?

Scheduling

Are you available to work 12-15 hours during the academic school year? Circle one:

YES

NO

Are you available to work 35-40 hours during summer 2023? Circle one:

YES

NO

Explain any conflicts or special situations:

Please indicate the times you are **AVAILABLE** to work each day during the Spring 2023 semester.

	Time
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

Please indicate the times you are **AVAILABLE** to work each day during Summer 2023.

	Time
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

On a separate sheet of paper, please provide if possible your potential Spring 2023 class schedule and resume.

If selected for an interview, you will be notified via email.

I certify that the information provided in this application is true and correct to the best of my knowledge.

Applicant Signature _____ **Date** _____

Return the completed application by email to azataray@csufresno.edu or in person to the Atrium Customer Service Desk.

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