Position Title: Marketing Team Member/Graphic Designer  
Status: Student Part-time/Non-exempt (Student Assistant I)  
Location: California State University East Bay, Hayward, CA

Position Description
The Marketing Team supports the branding and promotion of Student Wellbeing services (Pioneers for HOPE, Wellness Services) wellbeing campaigns, and event promotion. Duties may include developing and implementing marketing requests, event coverage, developing video content, managing social media platforms, and developing website content, and campus-wide advertising. The Marketing Team Members gain professional development through enhancement of Principles of Leadership and enhanced student learning outcomes through serving as a student leader within campus departments. This role offers a student ambassador a total immersion into a busy non-profit; opportunities to work closely with faculty, staff, students and community groups to implement social media, digital communications, and marketing strategies that have immediate real world impact.

Essential Duties and Responsibilities

1. Administrative
   a. Regular attendance to scheduled staff meetings and All student leader team meetings.
   b. Fulfill marketing requests in a timely manner - communicate with requestors, meet deadlines, and final products.
   c. Daily completion of end-of-shift reports, logs, and/or program area specific documentation
   d. Use project management and communications best practices, work with professional staff and marketing/outreach team to plan and execute communication strategies that increase visibility, support and use of Basic Needs Programs and Wellness Services.

2. Print & Digital Design
   a. Uphold brand guidelines for branded projects; ie. brochures, facility signage etc
   b. Design and update facility signage, posters, incentive designs.
   c. Develop content for campus digital display marketing

3. Multimedia
   a. Maintain and Grow social media engagement (Facebook, Twitter, Instagram and others assigned)
   b. Develop and post content to social media platforms - Instagram, YouTube, Facebook
   c. Development of promotional messages, marketing, and social media material for program areas
   d. Develop and post educational and promotional video content

4. Videography
   a. Use provided tools to capture photographs, videos and media that will be turned into promotional and marketing materials for Pioneers for H.O.P.E. and Wellness Services marketing, design and programming

5. Events & Promotions
   a. Provide coverage for photo booths and outreach tables for promotional events
   b. Attend Wellness Services and/or H.O.P.E. signature events; promote and outreach social media
c. Active participation in outreach events promoting recreation and wellness programs and services.
d. Responsible for following University Communication guidelines to make flyers, posters and key marketing materials to promote Pioneers for H.O.P.E., Wellness Services and their program

**Required Qualifications**

- Currently enrolled CSU East Bay student (minimum 6 units for undergraduate students; 4 units for graduate students). Summer quarter enrollment is not required.
- Knowledge of Google apps (Drive, Docs, Sheets and Forms)
- Experience in marketing, communications, social media, or reputation management
- Familiarity with key social media tools (e.g. Twitter, Facebook, Instagram, Tiktok, YouTube,
- Knowledge of Canva, Video editing tools
- Knowledge of Microsoft Office and Google Office products (e.g. Word, PowerPoint, Excel, Google docs, sheet, drive, Jamboard )

**Preferred Qualifications**

- Knowledge of DSLR cameras and operations
- Proficient knowledge of Adobe Creative Cloud (Illustrator, Photoshop & InDesign)
- At least 1 year of Graphic Design experience, videography, photography
- Graphic Design experience a plus
- Previous job/internship working as a graphic designer.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*