

**Marketing Student Assistant
Terms & Conditions Student
Housing & Residence Life
California State University,
East Bay**

A. Position Description

The California State University, East Bay (CSUEB) Student Housing and Residence Life (SHRL) department provides student centered programs, services and facilities that foster a safe, inclusive and vibrant residential learning community. In conjunction with the mission of the University and the Division of Student Affairs, SHRL works to engage all residential students in their holistic development and academic success towards retention, graduation, and future endeavors. The Marketing Assistant will serve the Student Housing and Residence Life program. Reporting directly to the Conference Housing and Marketing Coordinator, with indirect supervision from the Associate Director of Housing Operations. The Marketing Student Assistant will be responsible for uniting the vision of Student Housing into marketing campaigns that embrace the culture and spirit of our students. The marketing assistant will be responsible for making the vision come to life and working with the entire SHRL team.

The Marketing Student Assistant serves as an ambassador of the California State University, East Bay community by providing exceptional customer service. A successful candidate should be able to balance administrative, customer service, and marketing events all while maintaining confidentiality. The candidate should be aware of standard housing procedures and basic knowledge of Pioneer Heights and the CSUEB campus. The Marketing Student Assistant must demonstrate professionalism and provide customer service at all times while also responding quickly and effectively in routine and emergency situations. The Marketing Student Assistant is a student leadership opportunity with a contract period running for the complete academic year (consecutive Fall and Spring semester). The Marketing Student Assistant will be required to reapply for additional years as previous employment does not represent a commitment to rehire staff. The Marketing Student Assistant will be evaluated once a semester, results of which will be taken into consideration when re-hiring is being sought.

B. Qualifications

- B.1 Successful candidate must be enrolled as a full time student at California State University, East Bay. Full time enrollment is defined as 12 units for an undergraduate student and 8 units for a Master's candidate.
- B.2 Possess minimum cumulative GPA requirement of 2.5.
- B.3 Be in good judicial standing with Student Housing and Residence Life.
- B.4 Available to work during regular business hours, 8 AM – 5 PM, Monday – Friday. The Marketing Student Assistant will be asked on occasion to work evening and/or weekend hours but will receive adequate notice of these dates for planning purposes.
- B.5 Strong written and verbal communication skills.
- B.6 Strong customer service skills.
- B.7 Cooperative spirit in working with peers, supervisors, clients, and guests
- B.8 Demonstrated history of timeliness, efficient follow-through of tasks/responsibilities and arriving on time for shifts.

- B.9 Have basic knowledge of office procedures including data entry, word processing, and phone etiquette.
- B.10 Be able to arrive early and work during move-in weekend and closing week.
- B.11 Good organizational and time management skills: able to work on multiple projects at a time, including maintaining personal and academic priorities.
- B.12 Confidentiality: understand issues related to handling of sensitive documents and Information.
- B.13 Dependability: efficient follow-through of tasks and responsibilities,
- B.14 Flexibility: display willingness and ability to change plans as the situation demands
- B.15 Attention to details and thoroughness with respect to paperwork and projects
- B.16 Initiative: strive to find solutions and improvements to existing systems and procedures.
- B.17 Positive and can do attitude.

C. Duties and Responsibilities

- C.1 Assist in all marketing and promotion of the university.
- C.2 Conduct research for ongoing stories, projects, and presentations.
- C.3 Work with staff in various areas to increase attendance/usage of facilities
- C.4 Develop posters, flyers, and other visual media
- C.5 Coordinate event-based marketing initiatives (Preview, Welcome Day, Saturday Tours, Education Summit, Outreach Events, etc.)
- C.6 Attend required student employee staff development meetings/programs.
- C.7 Responsible for coordinating the Student Housing showroom program throughout academic year and summer term
- C.8 In conjunction with the Customer Service Assistants and Office Coordinator, arrange and conduct large group tours
- C.9 Assist in the organization of Student Housing participation in Orientation including but not limited to presentations, tours, and information sessions.
- C.10 Assist in review, maintenance, and marketing materials
- C.11 Track expenses related to marketing chartfield.

D. Terms of Employment

- D.1 Student Assistant must maintain full time enrollment at California State University, East Bay throughout employment. Full time enrollment is defined as 12 units for an undergraduate student and 8 units for a Master's candidate. Exceptions must have prior supervisor approval.
- D.2 Maintain the required 2.5 cumulative GPA throughout the term of employment. The Conference Housing and Marketing Coordinator will complete grade checks in July (to confirm eligibility for fall semester) in January (to confirm eligibility for spring semester) in order to ensure compliance with the academic requirements of the position.
- D.3 Student Assistant will be placed on academic notice when their cumulative GPA drops below a 2.5.
- D.4 Student Assistant must have a record of all hours worked. Student Assistant is required to record time using the Humanity software to clock-in at the beginning and end of each

shift. Student Assistant may not clock in more than 5 minutes prior to, or 5 minutes after, the start of their shift unless there is prior supervisor approval. Student Assistant must clock out for lunch breaks. Student Assistant should not clock out for rest breaks.

- D.5 Student Assistant is entitled to take a fifteen minute rest break for every four consecutive hours worked. Rest breaks must be taken during the second or third hour of each four hour work period. Student Assistant must be given a minimum of a half-hour unpaid lunch break when scheduled to work six consecutive hours or more. Student Assistant shall not work more than eight hours in one day.
- D.6 All hours should be input into the MyCSUEB timesheet by the end of each work week and no later than the last day of each pay period. It is recommended that hours are input into the MyCSUEB timesheet each day.
- D.7 Student Assistant will receive a performance evaluation with their supervisor once per academic year, occurring in April.
- D.8 Student Assistant will be placed on performance notice if s/he is not meeting the requirements stated in this job description, or they are not performing to the standards set forth by the supervisor.
- D.9 If a Student Assistant is on academic or performance notice for two consecutive semesters within an academic year, employment will be terminated immediately.

This position works in a safe and responsible manner while not putting self or others at risk. This includes complying with applicable policies and regulations; using personal safety gear; observing warning signs; learning about potential hazards; and reporting unsafe conditions. All Student Assistants are required to sign the position specific job description. Every student assistant position is subject to criminal and background check.

My signature certifies that I have reviewed and fully understand the expectations outlined in these terms & conditions. Further, I agree to perform the job duties to the best of my ability. If at any time I do not feel that I can uphold the terms of this position, I will speak with my direct supervisor immediately. I understand that as a student assistant, I am subject to release from the position at any time based on not fulfilling any of the above responsibilities/expectations.

_____ Employee Name	_____ Employee Signature	_____ Date
_____ Supervisor Name	_____ Supervisor Signature	_____ Date
_____ MMP Name	_____ MPP Signature	_____ Date

Updated
02/27/2020