

**Marketing Student Assistant
Terms and 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 include social media platforms 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. They will also be responsible for coordinating the HOPE temporary housing spaces.

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. This position does not offer any paid time-off, vacation benefits, or health insurance benefits. Any needed days off during break periods or summer quarter must be approved by the supervising professional staff member. This is not a live-in position nor is a meal plan included.

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 and quarter 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. 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 Must possess a valid driver's license.
- B.6 Strong written and verbal communication skills.
- B.7 Strong customer service skills.
- B.8 Positive and cooperative spirit in working with peers, supervisors, clients, and guests.
- B.9 Have basic knowledge of office procedures including data entry, word processing, and phone etiquette.
- B.10 Work special events such as outreach day(s), 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 and timeliness: efficient follow-through of tasks and responsibilities, arrive on time for shifts
- 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

C. Duties and Responsibilities

- C.1 Assist in all marketing and promotion of the university center, its staff, tenants, and programs.
- C.2 Conduct research for ongoing stories, projects, and presentations.
- C.3 Assist in strategic marketing plan, web development, video editing.
- C.4 Work with staff in various areas to increase attendance/usage of facilities.
- C.5 Develop posters, table tents, flyers, and other visual media.
- C.6 Coordinate event-based marketing initiatives (Preview, Welcome Day, etc.).
- C.7 Attend required student employee staff development meetings/programs.
- C.8 Responsible for designing all documents, logos, graphics, and any visual media using software available (see experience; scan and import digital imagery).
- C.9 Take digital photographs and videos as needed.
- C.10 Responsible for coordinating the Student Housing showroom program.
- C.11 Responsible for coordinating the HOPE temporary housing program; including contracting, room set-up, communication, check-out, and follow-up on occupancy.

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.
- D.3 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. Students Assistant must clock out for lunch breaks. Student Assistant should not clock out for rest breaks.
- D.4 D.4 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.5 D.5 All hours should be input into the MyHR 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 MyHR timesheet each day.
- D.6 D.6 Student Assistant will be placed on academic notice when their quarterly or cumulative GPA drops below a 2.5. 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.

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