



STEM LAB Communications Lead

Under the supervision of the STEM LAB Coordinator, the Communications Lead Learning Assistant (LA) manages the STEM LAB website and social media accounts. The goal of the STEM LAB LA Program is to bring peer support to students inside the classroom, and provide a connection between students and instructors. The Communications Lead oversees the marketing of the STEM LAB: a community learning space where students study and receive tutoring services. The Communications Lead should exhibit creativity, attention to detail, effective communication, and the ability to connect and engage with students. LAs should be interested in becoming part of a connected community that is passionate about promoting student success.

Duties include, but are not limited to:

- Maintain the STEM LAB website with updated information and visuals
- Make creative, engaging content through fliers, taking photos, recording promotional videos and reels
- Plan digital marketing campaigns to build community
- Team with fellow LAs for photoshoots, LA spotlight posts, and other content creation
- Collaborate with campus departments and student organizations to create media content
- Regularly post Instagram stories, reels, and posts that engage students
- Upload promotional and informative videos to the STEM LAB YouTube channel
- Maintain current branding and aesthetic according to University guidelines
- Develop and execute project timelines and schedules
- Help create resource repository: resources for students on website and “how to” videos for LAs
- Student outreach through email and social media campaigns
- Lead information booth at campus events, such as: New Student Orientations, Five to Build (Early Start Summer Bridge), al Fresco, Preview Day, MESA Day, Welcome Day, and Bay Area Science Festival
- Check-in weekly with assigned LA Leader
- Other duties as assigned

Minimum Qualifications:

- Enrolled as a CSUEB undergraduate student for the application term (graduate students are ineligible)
- A solid understanding of social media marketing techniques
- Experience using platforms such as Instagram, YouTube, and Canva
- Creative and visionary
- Takes initiative and works independently on projects
- Organized and detail-oriented on tasks and projects
- Ability to manage multiple projects with varying deadlines
- Good interpersonal communication skills
- Ability to engage students, initiate conversations, and build personal connections
- Energetic, friendly, and excited about working with students
- Passion for education equity, diversity, and inclusivity

The Communications Lead will work roughly 10 hours per week, and begin at a rate of \$17.50 per hour. The STEM LAB is an at-will employer. Federal Work Study (FWS) is preferred but not required.

As an Equal Opportunity Employer, Cal State East Bay does not discriminate on the basis of any protected categories: age, ancestry, citizenship, color, disability, gender, immigration status, marital status, national origin, race, religion, sexual orientation, or veteran's status. The University is committed to the principles of diversity in employment and to creating a stimulating learning environment for its diverse student body.

If you have any further questions regarding this position, please contact: stemlab@csueastbay.edu.