

SEAS Social Media/Content Creator – Job Description
Student Equity and Success Center (SEAS)

The **Student Equity and Success (SEAS)** Center at Cal State East Bay provides a range of programs and services designed to support the academic success, retention, and graduation of low-income, first-generation, historically underrepresented, and underserved student populations. SEAS houses six impactful programs: **EOP, EXCEL, GANAS, PIAA, Renaissance Scholars, and Sankofa Scholars**—each committed to serving students from diverse communities and cultural backgrounds.

Under general supervision, the Social Media/Content Creator will be responsible for providing support to the programs within the Student Equity and Success (SEAS) Center. The Social Media/Content Creator will support in developing and marketing promotional and event content. Students working collaboratively with the SEAS Program Coordinators and Program Specialists, will work to engage and attract the campus community through social media platforms.

Duties include, but are not limited to:

- Support with scheduling and posting of SEAS Programs Instagram accounts (feed posts and stories)
- Support with social media, email, web, and newsletter assembly and distribution
- Support with content calendar and mass marketing campaigns
- Support with updating and maintaining resource and event links
- Assist with program mass mailings
- Assist with creation of promotional and event materials (e.g., flyers, posters, brochures, etc.)
- Assist with content creation of social media, email, web, and newsletter campaigns
- Assist with program design and inventory
- Assist and support SEAS events
- Attend training sessions and meetings
- Other duties as assigned

Minimum Qualifications:

- Current participant in one of the SEAS Programs.
- A cumulative GPA of 2.5 or higher
- General office experience (customer service experience desirable)
- Outstanding communication skills (written and interpersonal)
- Knowledge of Canva, Adobe, and social media platforms
- Ability to work effectively in a team oriented environment
- Ability to work accurately and efficiently in a fast paced environment with minimal supervision
- Must be organized, committed, and a self-starter

Applicants must be available the following dates:

June 23rd - July 3rd, 2025* for interviews

August 11th -14th, 2025* (10am-2pm) for training

*Note: Subject to change

SEAS is an at-will employer. Federal Work Study (FWS) is not required, but students with FWS are encouraged to apply. Hours will range between 10-12 hours per week, and begin at a rate of \$18.00 per hour.

If you have any further questions regarding this position, please contact Student Equity and Success (SEAS) at seas@csueastbay.edu.