

California State University Channel Islands
Student Employment

Division: Student Affairs
Area: Associated Students Inc.
Office: **Associated Students Inc.**
Position Title: **ASI Marketing Assistant**
Hours: 15-20 hrs./wk.
Classification: Level I
Rate: \$13.25
Contact: **Kristina Hamilton** Tel. (805) 437-2042
Supervisor: ASI Graphic Designer

Associated Students, Inc.

Associated Students Incorporated (ASI) is a non-profit auxiliary which exists to support the educational mission of CSU Channel Islands. ASI facilitates learning and development through integrative and co-curricular approaches and identifies and responds to major student issues and initiatives. In addition, ASI implements sound business practices which uphold the fiduciary responsibility associated with the management of student fees, and funds the operation and facility of the CI Student Union. ASI is the umbrella organization governing the process, policies and procedures of the Student Union and three main entities: Student Government, Student Programming Board, and The CI View student newspaper.

Job Description

Under the direction of the ASI Graphic Designer, the ASI Marketing Assistant is a 15-20 hour per week student position responsible for providing marketing support to ASI, the ASI entities (Student Government, Student Programming Board, and The CI View student newspaper) and the Student Union. The selected candidate will work in conjunction with ASI student leaders, the ASI professional staff, and the Graphic Design and Marketing Team. This position requires the ability to interact with the campus community one on one and in large groups, exceptional customer service skills (in person, online, and on the phone) and the ability to work independently as well as being part of a team.

Specific Duties

- Work closely with the ASI designers and the outreach coordinators of each ASI area to research, develop, plan, and assist in implementing promotional marketing campaigns to promote upcoming events and educational awareness about Student Government, The CI View, Student Programming Board, the Student Union, and ASI.
- Research, recommend and assist with ordering promotional items for ASI and the Student Union
- When requested, attend entity or other committee meetings (times/days vary according to availability)
- Perform general office duties including: answering phone calls, sending emails, maintaining files, etc.
- Attend all required ASI trainings
- Proofread all materials for accuracy before they go out

Outreach & Awareness Marketing

- Works in conjunction with clients to set-up and take down A-frame signs, banners, and large location marketing items throughout campus.
 - Assists in determining best locations, time-frames/duration, and rotations for each item to be displayed.
 - Performs “walkabouts” to check on the status and condition of each item throughout the duration of its time on display and tends to the item as needed to ensure the best visibility possible.
- Distributes posting materials to clients and/or submits them to the Multicultural Dream Center in a timely manner to be posted.
- Manages and inserts the table tent advertisements throughout the Student Union and the Lighthouse Cafe.
- The Marketing Assistant will table and do in-person outreach marketing alone and collaboratively with each ASI area which will include:
 - Assisting with establishing tabling and social media schedules
 - Marketing the next upcoming event at each current event
 - Providing assistance at events as needed
- Assists the entities and ASI overall with social media marketing and outreach

- Will be expected to answer all questions about each entity, how ASI is structured, and provide direction to discovering the answers if there is a question they cannot answer.
- Create consistent marketing efforts for each of the ASI entities in addition to marketing their events. The purpose of this is to increase awareness about ASI while inspiring involvement through volunteerism or applying to be a student employee. Some ideas to accomplish this include, but are not limited to:
 - In-hand distribution of The CI View newspaper on the day the newspaper hits the stands
 - Create consistent opportunities for Student Government to reach their student constituents and hear their concerns/feedback (this can be done through video messaging if SG students are not available and responses can be posted online in text and video)
 - Spread the word of upcoming SPB events while talking up the benefits of getting involved
 - Promote the Student Union's programs, events, and services while promoting the Dolphin Discount Program (DDP) outside of the Student Union's building and throughout campus
 - Inspire school spirit by working closely with the Spirit Squad and Ekho (our school's mascot)

Marketing Assessment

- Create/establish marketing and branding assessment goals for annual events while benchmarking new events to capture the effectiveness of the collective marketing efforts.
- Establish verbiage to be used at attendee check-in for each event. Include checkboxes for how the attendee heard about the event.
- Develop outreach spreadsheets for each event that track all outlets utilized with: time, place, quantity reached, etc. and compare this with marketing budget, headcount at events, and cost per head to put on each event.
- Compare the number of job and ASI Election Candidate applications each year to marketing efforts made.

ASI Marketing Campaign Development & Implementation

- Assist the ASI Election Council with planning, implementing, and marketing the "Run for Office" and "Vote Online" campaigns with the goal of increasing the number of candidates and voters each year.
- Actively market and implement the ASI Student Leadership Recruitment campaign each Spring semester for both paid and non-paid positions.
- Work closely with the Design Team and internal clients to create marketing campaigns for upcoming programs, events and meetings. Marketing materials could include:
 - Print: newspaper ads, posters, banners, table tents, flyers, and other printed items as needed
 - Digital: social media, digital signage, photography, presentations, and website updates

Preferred Job Qualifications (preferred abilities)

- Excellent written and verbal communication skills
- Practical knowledge of the following software programs: MS Word, Excel, and Outlook
- Knowledge of current social media platforms
- Ability to perform duties with minimal supervision
- Ability to perform accurate and precise work
- Ability to complete work in a timely manner and meet all deadlines
- Excellent proofreading and organizational skills
- Ability to work with diverse student populations, as well as faculty, staff, community members and vendors
- Ability to enthusiastically interact with the general public and the CI campus community
- Passionate about Marketing and likes to think "outside of the box"
- Thrives on new challenges while inspiring others
- Preference for a student majoring or minoring in Business with an emphasis in Marketing; however, this is not a requirement

Requirements

- Must be a currently enrolled CI student taking a minimum of six credits per semester
- Must be in good academic standing (minimum 2.5 cumulative and semester GPA) when applying and while serving in this position
- Must be in good judicial standing when applying and while serving in this position
- Must be able to fulfill a minimum of one full academic year of employment (fall and spring semester)

Conditions of Employment

As conditions of employment, student employees:

- Must pass a background check
- May be subject to drug tests
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

Student's Name: _____ Signature: _____ Date: _____

Supervisor's Name: Kristina Hamilton Signature: _____ Date: _____