

## Marketing Content Student Assistant Position Description

### 2026 - 2027 Academic Year

| Appointing Department                                                                                                                                                                                                                             | Supervised by                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Student Housing and Residential Life                                                                                                                                                                                                              | Marketing Specialist(s)                                                                     |
| Compensation                                                                                                                                                                                                                                      | Hours Per Week                                                                              |
| Hourly Wage - \$16.90/hour                                                                                                                                                                                                                        | 10-20                                                                                       |
| Length and Terms of Appointment                                                                                                                                                                                                                   | Contact                                                                                     |
| <b>August 3rd, 2026</b> through maximum four (4) days after Commencement, as set forth in the academic calendar published by Cal State, Monterey Bay.<br><b>Terms and Conditions</b> with specific dates are provided with the appointment offer. | SHRL Selection Team<br><a href="mailto:shrlselection@csumb.edu">shrlselection@csumb.edu</a> |

### Position Summary

This is a student-appointed, level-one position. Under the supervision of the Marketing Specialist(s), the **Marketing Content Student Assistant** supports the marketing and communication functions for Student Housing and Residential Life (SHRL). The position assists with digital content creation, graphic design, social media management, event coverage, and storytelling efforts that highlight the student experience and promote on-campus living.

### Requirements of the Position

#### Cal State Monterey Bay Enrollment

All applicants for this position must have attended California State University, Monterey Bay for one (1) semester and have completed two (2) semesters at the start of their appointment. Enrollment in the appropriate amount of credit earning units (CEUs) must be met while appointed to the Marketing Content Student Assistant position.

- **Undergraduate Students**
  - **Full-Time Status: Minimum 12 units per semester** and no greater than 18 units per semester.
- **Graduate Students**
  - **Full-Time Status: Minimum 8 units per semester** and no greater than 11 units per semester.

**Grade Point Average (GPA):** GPAs evaluated will include **only** the applicant's CSUMB GPA.

- **CSUMB Semester GPA:** 2.5 undergraduate, 3.0 graduate
- **CSUMB Cumulative GPA:** 2.5 undergraduate, 3.0 graduate
  - **Prior to Appointment:** Falling below the 2.5/3.0 GPA threshold may result in release from the position for New CAs prior to beginning the role.
  - **Active Appointment:** Student leaders who are in active appointment for this position who do not meet this qualification after their first semester in the role shall be placed on an Academic Care and Support Plan. This status shall last no longer than one (1) academic semester and inability to meet this qualification the semester following shall result in the loss of position appointment.

#### Conduct Standing

All candidates and appointees must be and shall remain in **"good conduct standing."**

- **No** current university or Residential Life Community Standards probation status.
- *Must abide by all state/federal laws, Executive Order 1098: Title V (Student Conduct Code) and all Student Housing and Residential Life Community Standards and CSU, Monterey Bay policies.*

### Training and Time Commitment

All applicants and subsequent appointees in the Marketing Content Student Assistant role must be able to attend all required spaces necessary for position appointment, there will be **minimal exceptions**.

- **Monthly Recharge Meetings:** One day in the first of week of the month
- **Mandatory Staff Training:** Held the first two (2) weeks of August and the second week of January every academic year. It is expected that selected student assistants will make attendance a priority. If unable to commit to these dates, the appointment offer will be rescinded.
- **Occasional/Weekend Responsibilities:** This role supports Student Housing marketing efforts through content creation, photography, video coverage, and participation in large-scale recruitment or community events. There will be times when the student assistant will need to work over the weekend or after hours (after 6 p.m.).
- This position is required to comply with confidentiality requirements outlined in the Department of Education's Family Educational Rights and Privacy Act (FERPA) and California's Educational Code Chapter 13 regarding sensitive student issues.
- All employees of SHRL are mandated reporters as well as responsible employees and are required to report any violation of Clery, Title IX, or FERPA
- This position is designated as a Campus Security Authority and will be required to participate in annual training immediately forward to the Clery Compliance Officer all reports of Clery Act crimes brought to their attention.
- Defensive Driver Training completion provided upon successful candidacy

### Background Check

All staff selected will complete a background check and must successfully clear this screening in order to be appointed into this role.

**Note:** We are seeking applicants for specialized positions. Selected candidates may be appointed to one of the following focus areas: Graphic Design, Social Media, or Photography/Videography.

### Preferred Qualifications

Ideal candidates will demonstrate a strong interest in supporting the mission of Student Housing and Residential Life, along with skills, experience, or enthusiasm that align with the focus area of the position.

- Experience creating short-form video content for social platforms.
- Comfortable speaking and appearing on camera.
- Familiarity with editing tools such as CapCut, Adobe Premiere Rush, or Canva.
- Understanding of digital marketing and audience engagement strategies.
- Ability to work collaboratively and take initiative on creative projects.

### Position Responsibilities

#### Content Creation & Design

- Create and edit short-form videos, reels, and posts for social media that highlight the student experience and SHRL events.
- Assist with maintaining a consistent and engaging online brand voice.
- Use tools such as Canva, CapCut, or Adobe Creative Suite to produce high-quality content.
- Contribute to the planning and execution of social media campaigns and posts.

#### Outreach & Engagement

- Serve as an on-camera representative for SHRL in videos, reels, and promotional content.

- Collaborate with other Content Student Assistants to coordinate visuals, scripts, and stories.
- Attend events, programs, and outreach activities to produce live or recap content.
- Support initiatives that promote inclusivity, community engagement, and campus pride.

### **Social Media & Digital Strategy**

- Help manage daily posting, stories, and interactions across platforms such as Instagram, TikTok, and Facebook.
- Monitor analytics including reach, engagement rate, and follower growth to help guide strategy.
- Assist with responding to comments and messages to build a positive and engaging online community.
- Stay updated on social media trends, ensuring SHRL content remains current and relevant.

### **Event Support & Collaboration**

- Capture live event video/photos, student testimonials, and behind-the-scenes coverage during SHRL and campus events.
- Work with the others on the marketing team to ensure cohesive campaign visuals.
- Represent SHRL during key events such as Move-In, Open House, Admitted Otter Days, and community programming.

Please Note: All creative content produced using departmental resources remains the property of Student Housing and Residential Life. The student assistant may also be assigned additional duties as needed.

## **PHYSICAL WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

The person in this position needs to regularly move about inside the office to access file cabinets and office equipment as well as outside the office to assist with event coverage, outreach tabling, or on-site content collection and will be exposed to outdoor weather conditions.