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**POSITION PURPOSE**
Under the supervision of the Marketing & Communications Coordinator, the Marketing Assistant is responsible for providing assistance and support for Associated Students (A.S.) marketing campaigns and projects, campus and community relationship building, and special promotions supporting Associated Students and partnership events. This position will focus on delivering a consistent A.S. image and deepening constituent awareness of all A.S. programs and events.

**ASSOCIATED STUDENTS**
Associated Students’ (A.S.) mission is to support and represent the students of San José State University by continuing the organization’s legacy of student advocacy and leadership; to enhance SJSU students’ education through high quality programs and services; and to prepare students as they move towards a thoughtful and purposeful life after graduation.

A.S. is a non-profit auxiliary corporation serving the students of San Jose State University whose primary source of funding is from mandatory student body fees. A.S. Departments include the Cesar Chavez Community Action Center, Child Development Center, General Services Center, Human Resources, Information Technology, Events, Marketing, Print & Technology Center, Student Government, and Transportation Solutions.

**EDUCATION / EXPERIENCE**
- Must be a current SJSU student
- Requires 1+ year experience in marketing, public relations, or related field
- Concentration in Journalism, Communications, Public Relations or marketing preferred
- Experience working with teams and managing multiple projects
- Experience in Google/Gmail and Microsoft programs, including Word, PowerPoint and Excel
- Experience in writing a plus

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**Strategic Planning and Teamwork (30%)**
- Works with A.S. marketing team to develop and deliver marketing strategies and campaigns for programs and services, driven by student needs, survey results, communication priorities
- Conducts research on marketing trends, techniques and strategies; shares findings with A.S. staff and marketing team; incorporates relevant strategies in campaigns and materials
- Provides regular project/status reports to supervisor; attends regular department staff meetings and ongoing staff development trainings, and delivers marketing presentations as needed

**Public Relations and Communications (30%)**
- Stays current on important campus-wide communications, news, blogs, and social media pages to share news or information as needed
- Writes and edits content across a variety of channels, including the newsletter, website, social media, or other media as needed
- Creates and organizes information from Google forms and RSVP links
Brand Promotion (25%)
- Assists in the purchase of promotional giveaways, including quotes, ordering, tracking, and maintaining inventory
- Serves as A.S. representative at campus and special events, as assigned, and assists with the distribution of marketing materials to campus departments and organizations
- Builds professional working relationships with third party vendors

Content and Event Calendars (15%)
- Maintains the master event calendar and posts relevant event details on the A.S. website, SJSU calendar and Sammy APP
- Assists in developing or editing content for various communications and publications, including the monthly A.S. newsletter, ensuring that the e-mail distribution lists are updated regularly
- Submits newsletter content regularly as requested by campus partners

KNOWLEDGE, SKILLS, ABILITIES AND OUTCOMES:
To perform this job successfully, this individual must be able to perform each essential duty and responsibility satisfactorily.

- Excellent interpersonal and written communication skills.
- Excellent time and project management skills
- Excellent interpersonal skills
- Ability to organize and handle multiple work priorities projects
- Requires patience and confidence when working with contacts
- Ability to operate printers, copier and fax machine.

GUIDELINES
This position is non-exempt from the provisions of Section 1 of the California Industrial Welfare Commission Orders.

This position has been identified as a mandated reporter required to report the observed or suspected abuse or neglect of children, dependent adults, or elders to designated law enforcement or social service agencies. We reserve the right to make employment contingent upon completion of signed statements acknowledging the responsibilities of a mandated reporter.

This position may be exposed to sensitive or personal information and is required to comply with the requirements set forth by the Integrated CSU Administrative Manual 8000 series and Associated Students Information Security Standards as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position within Associated Students. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current Associated Students employees who apply for the position.

Associated Students is an equal opportunity employer and will consider all qualified applicants without any regard to race, color, national origin, ancestry, religion, creed, age, disability, medical condition, sex, sexual orientation, gender identity, genetic information, marital status, military and veteran status or any other basis protected by federal, state, or local laws. If you are an individual with a disability and require a reasonable accommodation to complete any part of the application process and/or need an alternative method of applying, please email as-hr@sjsu.edu. Associated Students hires only individuals lawfully authorized to work in the United States (Public Law 99-603).

APPLICATIONS
Applicants must submit a complete application through the Associated Students applicant tracking system, ADP. Only complete applications will be considered.

DEADLINE
Application Review will be June 22nd, 2018. The position will remain open until filled.

Click here to apply!