Associated Students, SJSU
Web and Social Media Associate
A.S. Marketing & Events

Position Title: Web & Social Media Associate
Department: A.S. Marketing & Events
Status: Part-time, Student
Reports to: Marketing & Communications Coordinator
Pay rate: $13.50 per hour
Anticipated Date of Hire: June 2018

Click [here](http://www.as.sjsu.edu/) to apply!

**POSITION PURPOSE**
Under the supervision of the Marketing & Communications Coordinator, the Web and Social Media Associate oversees Associated Students' social media channels and the website. This position focuses on sharing information to enhance and improve brand image, increase campus-wide awareness of programs, services, events and other marketing campaigns.

**ASSOCIATED STUDENTS**
Associated Students (A.S.) represents the students of San José State University and speaks on their behalf for various policy making, academic and event planning decisions and works to improve the quality of their educational opportunities and experiences. Associated Students, SJSU is an independent non-profit corporation serving as an auxiliary and student government for San José State University.

**EDUCATION/EXPERIENCE**
- Must be a current SJSU Student
- Concentration in Journalism, communications, public relations or marketing preferred
- Proven experience using social media platforms, including but not limited to, Instagram, Facebook, Twitter, SnapChat and YouTube
- Experience in Content Management Systems (CMS) a plus
- Experience in Google/Gmail, Microsoft programs; including Word, Publisher, and Excel
- Requires excellent time management skills (deadline-driven)
- Requires excellent interpersonal skills

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**Social Media Management (40%)**
- regularly post, monitor and evaluate content: captions, videos and graphic images
- work with marketing, Board of Directors, and A.S. department representatives to create video content
- provide timely responses to posts on various A.S. social media channels
- create and manage events, post videos and event albums on Facebook
- track and report on social media metrics
- attend A.S. and campus events to post live information on social media channels
- Promote online campaigns, surveys, application forms and other links
- Stay current on campus-wide communications, news, blogs, and social media pages and share relevant/timely information with A.S. audience

**Website Content Management (40%)**
- update content on home page and A.S. department pages: regularly post, monitor and evaluate content: announcements, events, web banners, navigation, graphic images, videos, documents
- work to keep consistent design and format on all department pages
- ensure that key messages are applied consistently throughout the website
Strategic Planning and Teamwork (15%)
- provide regular project status reports to supervisor
- attend regular department staff meetings and on-going staff development trainings
- communicate regularly in person and via email with other A.S. staff, clients, photographers, copywriters, and web developers
- stay updated about new social media platforms, current trends, techniques, and strategies in social media
- incorporate relevant strategies and/or suggest new platforms for reaching target audiences

Other Duties as Assigned (5%)

KNOWLEDGE, SKILLS, ABILITIES AND OUTCOMES
To perform this job successfully, this individual must be able to perform each essential duty and responsibility satisfactorily.
- Adept at learning Adobe Contribute to edit website
- Adept at using or learning Canva to create social media graphics
- At ease with social media applications
- Ability to assimilate and disseminate complex information
- Good organizational skills: ability to prioritize and complete assigned work duties and handle a variety of tasks
- Proficient verbal and written communication skills
- Capacity to work effectively in a University environment, including its programs and services, requirements and procedures, and the overall mission and goals of an educational institution

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.
- Portfolios or work samples may be e-mailed to edilbert.signey@sjsu.edu.

DEADLINE
Application Review will be April 30th, 2018. The position will remain open until filled.

Click here to apply!