



STUDENT ASSISTANT EMPLOYMENT OPPORTUNITY

Title:	Publicity Assistant
Department:	Marketing, Design and Public Relations
Hourly Rate:	\$13.00
Posting Date:	July 15, 2019
Work Hours:	15 – 20 hours per week; shifts based on operational need of the organization

Position Description:

Under general supervision from the Communications, Social Media and External Relations Coordinator, the Publicity Assistant / Officer of Public Relations performs routine and non-routine tasks in support of Associated Students, Incorporated's (ASI's) dynamic communications and marketing team. The Publicity Assistant / Officer of Public Relations is responsible for assisting in the implementation of student government initiatives, marketing communications, and administration support with the goal of enriching student government's position on and off campus.

Essential Duties:

- Assists the Communications, Social Media and External Relations Coordinator in the administration of all marketing communications and public relations aspects of a full-service marketing office
- Serves as the ASI's liaison between MDPR and Student Government to maintain communications and marketing efforts
- Coordinates with Academics and At-Large Councils on the development of marketing communications materials
- Attends Student Government Senate meetings and MDPR MarCom meetings
- Provides weekly updates to MDPR MarCom team
- Provides adequate coverage of daily operations, ASI tabling events, ASI social media coverage, and campaign video and photo shoots
- Reports information provided by Student Government and CPP's Director of Government and Community Relations
- Assists in ordering and purchasing merchandise or giveaway items for student government
- Provides copy writing and editing for ASI print and digital marketing and communication materials, including but not limited to: posters, brochures, press releases, annual reports, presentations, the ASI newsletter, ASI on the Fly script, ASI TV scripts, ASI merchandise, etc.
- Maintains and supports ASI's Social Media and Branding policies
- Performs fact checking and proofreading duties
- Assists in the development and administration of the campaign strategy as it pertains to Student Government
- Performs other duties as assigned

Qualifications:

- Experience in promotions and/or public relations, preferred
- Communication or Marketing majors a plus
- Ability to work with marketing team focused on enhanced media presence; excellent public relations and promotions
- Ability to communicate clearly and concisely, both orally and in writing
- Must be confident in presenting and speaking to large audiences
- Self-motivated with strong leadership and interpersonal skills
- Strong organizational, strategic thinking, analytical and critical problem-solving skills
- Demonstrated creative ability be creative
- Excellent attention to detail, time-management and organizational skills, and a team-oriented attitude
- Desire to learn about public relations, marketing, advertising, and corporate communications
- Ability to manage time in a demanding, deadline-driven environment
- Experience with Word Press, Social Media, Microsoft Office Suite, PC and MAC
- Familiarity with Associated Press writing style
- Ability to operate an office work station software, utilizing current word processing, spreadsheet and other software

Employment Eligibility:

Employment with ASI is open to any Cal Poly Pomona student who is eligible to work and has the legal right to work in the United States. In addition, the employee must be currently enrolled for at least 6.0 units (undergraduate) and 4.0 units (graduate) at the end of the add-drop period have a minimum 2.0 GPA and be in good standing with the University. Individuals enrolled only in Extended University are not eligible for hire. Exceptions to the unit load requirement are allowed during the summer term and for students who have applied for graduation for the current term. Applications for employment are available at the ASI Human Resources Office located on the first floor of the Bronco Student Center, Room 1216 or online at <http://asi.cpp.edu/employment-opportunities/>.

Work Environment:

Frequently required to sit, talk and hear; manual dexterity, eye-hand coordination and verbal communication; use of office equipment: computer, printer, telephone, calculator, copier and fax. Must be able to walk, stand, bend and lift up to 25 pounds.

Mandated Reporting Requirement:

In compliance with the California Child Abuse and Neglect Reporting Act (CANRA) and the CSU Executive Order 1083, each ASI employee is designated as a mandated reporter and is required to sign an Acknowledgment of Mandated Reporter Status and Legal Duty to Report Child Abuse and Neglect.

System-wide Smoke and Tobacco Free Environment EO 1108:

Cal Poly Pomona is a smoke and tobacco-free campus. Please refer to the link below for policy information.
<http://www.calstate.edu/EO/EO-1108.html>

About the Associated Students Incorporated:

Established in 1963, Associated Students, Inc. (ASI) is a recognized auxiliary organization of Cal Poly Pomona that is led, funded and mainly staffed by students. Guided by the core commitments to the promotion of student development and provision of quality facilities, programs and services, ASI provides for student representation at the campus and system wide level and offers leadership development through student government, student-led programming, student employment and student involvement in a wide array of Bronco Student Center programs and services, including The Bronco Recreation and Intramural Complex (BRIC), as well as the Children's Center. ASI fully supports the enrichment of student life by providing annual funding support for student clubs and organizations, diversity programs, athletic scholarships and academic support programs.

ASI is an Equal Opportunity Employer