



STUDENT ASSISTANT EMPLOYMENT OPPORTUNITY

Title:	Publicity Assistant
Department:	Marketing, Design and Public Relations
Hourly Rate:	\$14.00
Posting Date:	January 10, 2020
Work Hours:	15 – 20 hours per week; shifts based on operational need of the organization
Availability:	Must be open and available to attend mandatory meeting dates on 1/30, 2/6, 2/13, 2/20, 2/27, 3/5, 3/12, 3/19, 3/26, 4/9, 4/16, 4/23, 4/30 and 5/7; and unless class schedule conflicts, every Friday from 2-4 p.m.

Overview

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.

Founded in 1995, award-winning Marketing, Design & Public Relations (MDPR) is one of the most respected Marketing groups at Cal Poly Pomona. It maintains its creativity and dynamic marketing strategies through an experienced, talented team of students and professional staff in combination with the use of today's most cutting-edge technology. Its goal is to connect their clients to their respective audiences with a fresh and innovative solution. MDPR not only serves all of ASI's internal marketing needs, but it provides the campus and local community the opportunity to utilize their experience-driven, competitively priced, design and marketing communications services as well. Some of the services the team provides are logo design, brochure design, digital bulletin boards advertisements, and event/program poster design.

Position Description

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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 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
- Experience with social media content management 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, Google Drive, PC and MAC
- Familiarity with Associated Press writing style
- Ability to operate an office workstation software, utilizing current word processing, spreadsheet and other software

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.

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, student employees must be currently enrolled in a minimum of 6.0 units (undergraduate) and 4.0 units (graduate), international student employees must be enrolled in a minimum of 12.0 units (undergraduate) and 8.0 units (graduate) at the end of the add-drop period. Student employees are required to have a minimum overall and Cal Poly Pomona GPA of 2.0 and be in good academic 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 <https://asi.cpp.edu/hr/>

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>

ASI is an Equal Opportunity Employer