



STUDENT ASSISTANT EMPLOYMENT OPPORTUNITY

Title:	Writer/Editor
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

Overview

Associated Students, Inc. employs student-focused professionals with equity-mindsets. Established in 1963, Associated Students, Inc. (ASI) is a non-profit corporation guided by a student board and managed by full-time professional staff. ASI is a part of the Cal Poly Pomona Division of Student Affairs with a dashed reporting line to Administrative Affairs. ASI serves the entire campus population, including over 26,000 students, by providing opportunities for student engagement, student employment, and a multitude of programs and services such as recreation and wellness, student union and activities, student government, and childcare. ASI operational support areas include human resources, financial services, information technology, facilities management, and marketing. ASI employees exhibit our values of integrity, honor, dedication, loyalty, and respect in every interaction with each other, our students, the campus community, and guests of Cal Poly Pomona.

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

Under general supervision from the Communications, Social Media and External Relations Coordinator, the Writer/Editor performs routine and non-routine tasks in support of Associated Students, Incorporated's (ASI's) dynamic communications and marketing team. The Writer/Editor provides content for various materials including the ASI website, various marketing mediums, stories for ASI publications and media releases.

Essential Duties

- Reads, proofs and edits to detect errors/style discrepancies in written communication, pre-press projects such as press releases, flyers, brochures, articles, annual reports, external client projects and other publications
- Writes copy for the following: social media sites, campaigns, press releases, flyers, brochures, articles, annual reports, external client projects and other publications
- Maintains various social media platforms and contributes to the growth of each site
- Records and tracks measurable outcomes of social sites
- Reports information provided by specific ASI departments and the campus community
- Markets various services, programs and events through the Campus Crop and social media outlets
- Ensures that changes/revisions are properly annotated, and that typeset material is correct
- Performs fact checking duties
- Formulates and writes articles that cover marketing events
- Contributes story ideas and conducts interviews
- Assists in compiling local media coverage report and media clips
- Assists in the development and administration of the campaign strategy
- Provides administrative support
- Performs other duties as assigned

Qualifications

- Experience in promotions and/or public relations, preferred
- Experience with AP Style writing
- Proficiency in Microsoft Office Suite, Facebook, Twitter, Instagram, Hootsuite
- Self-motivated with strong organization and critical thinking skills
- Demonstrated creative ability
- Ability to operate a computer workstation using word processing, spreadsheet and other computer applications in use
- Desire to learn about marketing, advertising and corporate communications
- Ability to follow routine verbal and written instructions

- Ability to effectively communicate clearly and concisely, both verbally and in writing
- Ability to maintain professional work conduct
- Ability to make independent decisions and make recommendations
- Ability to adhere to work rules, follow directions, use time effectively and work productively without close supervision
- Ability to manage time in a demanding, deadline-driven environment
- Demonstrated ability to provide friendly and pleasant customer-oriented service
- Demonstrated ability to work with a diverse student population and campus community

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