CALIFORNIA STATE UNIVERSITY
LONG BEACH
Student Housing

Marketing and Social Media Assistant

Student Assistant Position Description | 2026-2027 Academic Year

Position Overview

Student Housing's Marketing and Social Media Assistant (MSMA) is a student employee who assists with the media production and communication efforts for our department. This staff member works under the supervision of the Assistant Director of Residential Engagement & Staff Training to help communicate the mission and educational priorities of the department through graphic design, written and visual communications, and social media management. The ideal candidate can begin working immediately and continue working through May 2027, with potential to continue through the summer and next academic year pending performance in the role.

To effectively perform the MSMA position, MSMAs agree and adhere to the duties, requirements, and terms outlined below.

Responsibilities and Expectations

General

- Attend a weekly one-on-one meeting with supervisor to discuss projects as well as personal and professional development.
- Submit accurate payroll records and sign vouchers to meet deadlines.
- Use provided (-sa@csulb.edu) email and Teams messaging app as primary means of work-related communication.
- Complete administrative duties as assigned.
- Sit on department committees/task forces related to the MSMA role.
- Adhere to university and departmental brand guidelines in all communications work.
- Arrive promptly for scheduled shifts and complete all assigned responsibilities.
- Assist with staff and student staff training sessions related to marketing.
- Be inclusive to individuals from all protected classes and of all backgrounds (i.e. ethnic, racial, cultural, religious, sexual orientation, gender expression, etc.) and encourage better understanding of cultural diversity and individual differences in their communities and on campus.
- Demonstrate a positive attitude toward Student Housing at CSULB and endeavor to encourage and support the goals and objectives of Student Housing.
- Serve as a role model and demonstrate good judgment and ethical behavior both on and off campus.

- Notify department leadership of any emergency or safety concerns in a timely manner.
- Maintain confidentiality regarding Student Housing business and any information or situations which may violate a student's privacy.
- Attend and participate in training sessions and meetings as needed.
- Abide by, and support, all policies, procedures, and missions of Student Housing, Student Affairs, and CSULB. Actions that could be perceived as undermining the department, division, or university are cause for appropriate work-related disciplinary sanctions, up to and including immediate termination.
- Be good stewards of departmental and university resources and supplies and will use them appropriately for work-related purposes.
- Use of generative AI is limited, though up to the hired student to use or not use based on university, department, and supervisory expectations. As of 2026:
    - MSMA may use university-provided generative AI platforms for brainstorming or refining ideas after consultation with supervisor
    - Carefully review any AI content, verifying accuracy and providing citations/references where required
    - The use of generate AI is not permitted in this role for the full creation of content including copy, designs, or communications
    - AI editing tools within approved software/platforms (Adobe, Canva, etc.) may be used for intentional, specific purposes
    - Student records and sensitive information should never be put into any AI tool
- Other duties as assigned.

Social Media

- Create engaging social media content in alignment with departmental social media pillars of education, information, and connection.
- Assist with gathering social media analytics.
- Assist with the development and implementation of an annual social media calendar and marketing strategy that aligns with the mission, vision, and goals of CSULB Student Housing.
- Write social media microcopy that engages students, and uses mentions, hashtags, and emojis appropriately.
- Reply to comments and messages in alignment with training and standards; alert supervisor of communication requiring more information for response or anything concerning.
- Manage social media calendar, communicating with supervisor and (potential) committee members when content assistance is needed.
- Independently research social media trends, especially in Higher Education social media spaces.
- Assisting with management of the Social Media Resident Ambassador Program.

- Communicate with internal and external partners to create content including residents, student staff, and professional staff.
- Alert supervisor of any concerning behavior (comments, messages, trends) seen on social media or directed at department/university.

Design and Communications

- Assist with photography/videography projects as needed using department provided equipment or collaboration with divisional/university communication teams.
- Update project statuses in established project management system.
- Create professional creative content for team and departmental projects.
- Create visuals for social, print, and web formats that follow design best practices.
- Ensure design and communications are accessible, meeting Title II expectations.
- Apply universal design principles to all created materials.
- Write copy for media posts, website, presentation and publication materials.
- Assist with management of digital signage including campus partner communication, approvals, and postings.

Qualifications for Hire

Minimum Qualifications

- Must be currently enrolled as a student at California State University, Long Beach for at least twelve credit hours.
- Must be in good standing with Student Housing, the Office of Student Conduct & Ethical Development, and CSULB.
- Must maintain at least a 2.0 GPA (CSULB, semester, and cumulative) during the duration of appointment.
- Available to work a minimum of 12 hours a week with a maximum of 20 hours a week during the semester; most hours will be within traditional business hours (M-F, 8am-5pm).
- Knowledge of social media trends and strategy.
- Willingness to appear in social media content.
- Knowledge of Microsoft Office Programs, especially Outlook, Teams, Excel, and Word.
- Experience with design programs such as Adobe Creative Suite (with emphasis on Express, Illustrator, Photoshop, and InDesign).
- Experience designing graphics and content for web and social media platforms.
- Exceptional communication and time management skills including the ability to work within a team setting and as an individual contributor.
- Problem solving and troubleshooting skills.
- Experience with photography.

- Understanding of the importance of accessibility in design (training to be provided).
- Ability to work some nights and weekends for special event coverage.

Preferred Qualifications

- Experience managing social media accounts.
- Experience with photo editing (i.e. Lightroom, Photoshop).
- Experience editing short form videos for social media.
- Experience living on campus for at least 1 semester.
- Ability to provide quality work in a short amount of time when needed.
- Knowledge of campus life, vibrant member of multiple on campus communities.
- Available to commit to Spring 2027 appointment, with potential to work Summer 2027 and future academic years pending performance in role.
- Ability to work over Winter Break 2026-2027.
- Ability to work 2027-2028 academic year pending performance in role Spring 2027.

Renumeration

The Marketing and Social Media Assistant position is paid $18.90 per hour as of January 2027. MSMAs are expected to maintain a position time commitment of 12-20 hours a week, depending on the needs of the department.

When classes are not in session, the MSMA can work up to 40 hours a week as needed by the department, not exceeding 8 hours a day.

Accountability

Failure to meet the position qualifications and job responsibilities may result in job action, including verbal warning, written warning and action plan, probation, and termination. A determination of probation and termination will be reached in instances where there are repeated job performance issues (i.e., not reporting work, poor performance, etc.) or if a staff member commits an egregious error (inappropriate use of access, providing keys and information to those that don't live in a specific space, possession, and/or use of alcohol or drugs at work, etc.). Staff released from their role may also be released from other positions they hold in Student Housing depending on the performance concern.