

POSITION INFORMATION

Job Title: Public Relations and Graphics Assistant

Organization Description:

The University Student Union, also referred to as the USU, is the central gathering place on campus and the home of the Student Involvement Center. The programs and services located in the USU are for students to discover a myriad of opportunities to get involved, experience the diversity of our campus, and celebrate the distinction of student leadership at Fresno State.

The USU is open seven days a week from 7:00 a.m. - 12:00 a.m. Students come to socialize, hang out, purchase food, use the computer labs and conference rooms & bowl in Bulldog Bowl. Join the University Student Union (USU) Team!

The USU employs students in the Satellite Student Union, building maintenance and services, graphic design, Information Center, Bulldog Bowl, Reservation Center and the Student Involvement Center.

Work Schedule: Monday – Friday; 15 – 20 hours per week

Wage/Salary: \$10.50 per hour

Job Description:

The Public Relations (PR) and Graphics Assistant will be responsible for creating and posting engaging content promoting the programs and services offered by the University Student Union, the Student Involvement Center and its programs, and related campaigns via our websites, social media, trainings and other marketing channels within project deadlines.

Responsibilities include:

- A. Concepting and designing graphics.
- B. Meeting with USU Marketing Coordinator for task priorities and messaging objectives.
- C. Working alongside the Video Production Assistant and other graphic design staff to produce creative pieces for department initiatives and campaigns.
- D. Planning and posting regular, engaging social media content (i.e. graphics, live video, photos, Boomerangs, etc.) independently and with direction from program representatives.
- E. Maintaining supplies and equipment.
- F. Performing other duties as assigned, including posting front office assistance and other promotional projects.

Qualifications:

Minimum Qualifications

- A. Currently enrolled Fresno State student majoring in graphic design, public relations, marketing, or with professional experience in related areas.

- B. Must possess good customer service skills, as well as strong written, oral and visual communication abilities.
- C. Ability work independently and collaborate on projects to meet deadlines.

Desired Skills

- A. Experience and comfortable using Adobe Illustrator and Photoshop for graphic design.
- B. Experience using Google Suite and Slack.
- C. Experience and comfortable using Apple computers, macOS and related hardware peripherals.
- D. Proficiency in social media channels (e.g. Facebook, Twitter, Instagram, Snapchat, etc).

APPLICATION DETAILS

Job Application Method

Email a resume, cover letter and graphic design work samples to aesguerra@csufresno.edu by Thursday, September 28, 2017 at 5 p.m.