

Associated Students, CSULB Position Description

Position Title: Communications Assistant
Division: Associated Students, Inc.
Department: ASI Communications
Reports To: Assistant Director Programs
FLSA Classification: Non-Exempt
Payroll Classification: Part-Time, Student Assistant – Level B
Assignment Duration: Year-Round (12 mos.) Partial Year (10/12 plan or 11/12 plan)
 Academic Year (Fall/Spring) Program Specific (duration of program)
Human Resources Approved Date: January 10, 2020

GENERAL STATEMENT

Assists in the planning and execution of public relations and communications programs designed to create and maintain a favorable image for the Associated Students, Incorporated (ASI) to both internal and external audiences. Supports the ASI Assistant Director Programs in corporate marketing and communication projects – specifically focusing on issues focused around student government.

ESSENTIAL DUTIES AND RESPONSIBILITIES *include the following. Other duties may be assigned.*

1. Assists the Assistant Director Programs in the development of publications and materials to ensure that the campus and the public receive accurate, relevant, timely, and positive information about ASI and its programs.
2. Writes articles, edits, takes photographs and selects graphics for print and web based publications.
3. Research and pitch potential articles for as many as four newsletters for various departments within ASI.
4. Set up and conduct interviews for various publications, public relations and marketing efforts.
5. Aids in the planning and execution of communications, including various publications, public relations strategies, media relations and social media activities and marketing vehicles.
6. Assists in preparing and distributing articles, press releases, fact sheets, newsletters, etc.
7. Develops relationships with the university media in disseminating publicity concerning ASI.
8. Assists the Assistant Director Programs to coordinate communication among departments pertaining to ASI activities or services, in addition to routine administrative duties.

MINIMUM QUALIFICATIONS

Education and/or Experience

One year related experience in journalism, public relations, or corporate/organizational communications preferred. One year experience in AS student government, a leadership position within a CSULB student club/ organization a plus. Junior or sophomore CSULB student in good academic standing enrolled in a journalism, public relations or communication studies related program.

Knowledge and Abilities

Excellent writing and editing skills to quickly aid in producing clear and concise documents for internal and external publication. Strong interpersonal skills to develop and maintain relationships within the university and community media. Thorough knowledge of correct English, grammar, spelling, and punctuation. Working knowledge of general practices, methods and procedures related to journalism or public relations. Ability to prioritize multiple projects and adhere to deadlines. Ability to appropriately handle sensitive and confidential information. Proficiency in Windows-

based office suite applications a must. Ability to research, collect data, establish facts, and draw valid conclusions. Knowledge of basic web communication techniques, vehicles, and formats helpful. Understanding of Associated Student Government structures and functions helpful.

Computer Skills

To perform this job successfully, an individual should have knowledge of MS Excel spreadsheet software and MS Word word-processing software.

Other Requirements

- Must commit 20 hours per week for the full academic year
- Must be able to attend events on occasional weekends and/or evenings
- Must be well-organized, self-motivated and extremely reliable
- Must demonstrate professionalism and ability to communicate well with others
- Willingness to work with diverse student and staff populations
- Must be academically eligible with a minimum GPA of 2.0

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee is frequently required to walk, talk or listen. The employee is occasionally required to stand. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close and color vision.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually quiet.

I acknowledge receipt of the foregoing Position Description and understand that I am accountable for the performance of the Essential Duties and Responsibilities contained therein.

Employee's Signature _____ Date _____

I acknowledge receipt of the foregoing Position Description and approve it as an accurate representation of the Essential Duties and Responsibilities of the position, as well as its Minimum Qualifications, Physical Demands and Work Environment.

Supervisor's Signature _____ Date _____

Apply through the ASI website: <https://www.asicsulb.org/corporate/>

- Go to the WORK tab

HRrev.01/20 **- Click APPLY HERE**

Find the ASI Communications Assistant