

Working Title: Content Creator

Duration: Summer 2024, may be extended.

Department: Institutional Research & Analytics

Institutional Research & Analytics (IR&A) at California State University, Long Beach is seeking a Student Assistant to be a Social Media Content Creator for our team. As the Social Media Content Creator, you will be assisting with producing engaging content, managing social media platforms, and fostering a strong online presence for our department.

Responsibilities:

- Develop and implement a comprehensive social media strategy aligned with the department's goals and objectives.
- Create high-quality, original content for various social media platforms, including but not limited to Youtube,, Instagram, linkedIn, etc...
- Generate, edit, publish, and share engaging content (e.g., articles, infographics, videos, and other multimedia) that reflects the department's research and analytics efforts.
- Collaborate with the IR&A team to gather data-driven insights and translate them into compelling and accessible social media content.
- Monitor social media channels for trends, news, and relevant discussions related to IR&A media, and actively engage in conversations to increase the IR&A's visibility.
- Stay up-to-date with social media best practices, emerging platforms, and trends, and provide recommendations for optimizing content reach and engagement.
- Monitor and analyze social media metrics to assess the effectiveness of content and campaigns, and make data-driven recommendations for improvement.
- Maintain a content calendar to ensure consistent and timely delivery of content across all platforms.
- Manage and respond to comments, messages, and inquiries on social media channels in a professional and timely manner.

Qualifications:

- Experience as a Social Media Content Creator or similar role.
- Strong understanding of social media platforms, trends, and best practices.
- Proficiency in graphic design, video editing, and other multimedia creation tools/software.

Education:

- Currently pursuing a Bachelor or Master degree in in Communications, Marketing, Public Relations, business, design or related field (equivalent experience will be considered).
- **Must be a current undergraduate or graduate level student enrolled during employment**

How to Apply: Applicants should submit a cover letter and resume describing qualifications via electronic e-mail to {Tammy.Dupuy@csulb.edu}. Applicants are encouraged to mention "Student Assistant Position" in the Email subject line. The Office of Institutional Research & Analytics is located in Brotman Hall, Room 133, 1250 Bellflower Blvd., Long Beach, CA 90840. The position works around class schedules 40 hours max during summer(breaks) and 20 hours max per week during semester.