
One Washington Square ■ San José, CA 95192-0028

Please **download, complete, and email this [Student Assistant Job Application \(bit.ly/2o8TjAx\)](https://bit.ly/2o8TjAx) PDF form*** as an **attachment** to lesley.seacrist@sjsu.edu with the Job Title-Unit-Department position in the email's subject heading for each job opening you would like to apply for.

Please provide the completed application, cover letter, resume, and three different examples of social media images and captions that highlight a service or resource in the SJSU King Library. Thank you for your interest in working for the San José State University Library.

***Chrome users please note:** Download the PDF before filling it out; Chrome will not save any text you have entered

Position Title: Student Assistant – Social Media Specialist

Reporting Unit: Dean’s Office

Reports To: Project & Communication Manager

ESSENTIAL DUTIES AND RESPONSIBILITIES

The SJSU King Library is seeking a talented, hard-working, and passionate student assistant to contribute to an innovative and evolving student marketing communications team.

Primary responsibilities include but are not limited to (subject to change):

- Collaborate with other Student Assistants – Visual Communications Designer, Photographer/Videographer, and Marketing Communications Writer & Coordinator to complete assigned marketing projects in timely manner.
- Create visually engaging images for social media using Canva or Photoshop.
- Schedule out future social media posts for the following month by referring to the team’s monthly social media brainstorm.
- Schedule social media posts for all three of the library’s accounts: Instagram, Twitter, and Facebook via Hootsuite.
- Compose captions for social media posts.
- Track and monitor other social media accounts (library, non-library, and campus-related) to keep up-to-date with social media trends.
- Interview students, faculty, and/or staff to gather content for newsletters and/or social media.
- Assist team members with marketing research, image collection, image creation, and video production.
- Propose solutions, ideas, and co-produce pieces for print collateral, web graphics and social media.
- Work with library employees to promote library events, exhibits, services, initiatives and resources to SJSU community.
- Serve as a library student ambassador to the SJSU community.

Candidates selected for an interview will be required to show a portfolio (website or print) at the interview.

The position is 17-20 hours a week (may vary) and flexible to accommodate the student’s class schedule. One meeting per week will be required for the entire marketing team (day and time will be set based on schedules).

QUALIFICATIONS

The requirements listed below include the equipment and knowledge, skills, and/or abilities required. (eg. Computer skills)

1. Education/Experience:

- Education or job experience in illustration and graphic design is preferred.
- Excellent communication skills both verbal and written in English is preferred.
- Education or job experience in marketing and/or public relations is preferred.
- Student Assistant hire must be a -
 - **Matriculated SJSU student** enrolled in at least 6 undergraduate or 4 graduate units; or
 - **International student** must be a matriculated SJSU student enrolled full time in at least 12 undergraduate units, or enrolled in at least 6 units at SJSU and at least 6 units at another qualified institution during the same semester; or
 - **Work study student** must be a matriculated SJSU student enrolled full time in at least 12 undergraduate units or at least 8 graduate units.

2. Knowledge, Skills, Abilities required:

- Excellent organizational and leadership skills.
- Ability to communicate effectively and congenially in spoken and written English.
- Ability to work independently with minimal supervision.
- Ability to collaborate in group settings.
- Intermediate proficiency in Adobe Creative Cloud. Advanced proficiency is preferred.
- Intermediate or advanced proficiency in social media platforms is preferred.
- Detail oriented and diligent to follow-up and complete necessary tasks for assignments.
- A positive, solution-oriented attitude.

PHYSICAL REQUIREMENTS:

The requirements listed below include physical abilities required to complete essential duties (eg. ability to lift 50 lbs using a fork truck)

- Reasonable accommodations may be made to enable individual with disabilities to perform the essential functions.

WORK SCHEDULE:

Please input proposed work schedule to the best of your ability. Student assistants are allowed to work between 8am-6pm.

Monday:	Flexible – Between 8am-6pm
Tuesday:	Flexible – Between 8am-6pm
Wednesday:	Flexible – Between 8am-6pm
Thursday:	Flexible – Between 8am-6pm
Friday:	Flexible – Between 8am-6pm
Saturday:	N/A
Sunday:	N/A

Desired Class Level: Frosh Soph Jr. Sr. Grad Student MAJOR: _____

SALARY RATE LEVEL: 2 3 4 INITIAL HIRING RANGE: \$15.25/hr.