

# STUDENT EVENT & SOCIAL MEDIA COORDINATOR

Student Involvement – Spotlight Events

## Position Description

Under supervision of the Coordinator of Events, Programs, and Leadership, the Social Media Coordinator manages the social media account for Spotlight Events. Creating and publishing high-quality content that aligns with the program.

<b>Type:</b>	Part-time, non benefited – current Fresno State students only
<b>Supervisor:</b>	Coordinator of Events, Programs, and Leadership
<b>Wage:</b>	\$16 per hour (non-negotiable)
<b>Schedule:</b>	20 hours per week (maximum); includes nights and weekends
<b>Openings:</b>	1 (Fresno, CA – In-person)

## Responsibilities

- Plan and implement campaigns and strategies that meet objectives across Instagram, Facebook, X (formerly Twitter), YouTube, TikTok, and other social networking platforms.
- Assists in planning, promoting, and executing Spotlight Events and Student Involvement events, which may include, but not limited to, speakers, live performances, special events and multi-faceted events such as Welcome Week and Finals Cram Jam.
- Attend weekly meetings, trainings and events as assigned.
- Coordinates event marketing plans.
- Monitor social media comments, messages and trends to respond to or act on in a timely manner.
- Capture, edit and retouch high-quality photography for marketing and branding purposes.
- Develops and/or supports partnerships and professional working relationships with Student Involvement staff, student volunteers, university departments, faculty and clubs and organizations.
- Works with established computer programs including but not limited to Microsoft Office, Zoom and Google Suite.
- Performs other related duties as assigned.

## Qualifications

- Fresno State undergraduate student, enrolled in at least 6 units, with a GPA of 2.0 or higher.
- Excellent customer service and communication skills (verbal and written).
- Competent with office equipment and software (Microsoft Office, Google Suite, etc.).
- Detail-oriented, organized, and able to work under time constraints with minimal supervision.
- Prior experience managing social media and familiarity with best practices for engagement.
- Proficiency with photography, camera, and lighting equipment.
- Proficiency with Adobe Photoshop, Lightroom, and Illustrator.
- Proficiency with video editing and videography.

## Organization Description

A student-led program that prides itself in hosting versatile, quality events with the aim of creating a welcoming experience for all students. The goal is to entertain, engage and enhance the student experience.

## How to Apply

Submit a resume and cover letter that addresses your interest and what you hope to gain from the position to Anyssa Garza at [anyssa@csufresno.edu](mailto:anyssa@csufresno.edu) by May 24. Review of applicants will begin May 27; open until filled.

For questions, visit @FS\_SpotlightEvents on Instagram, or email [anyssa@csufresno.edu](mailto:anyssa@csufresno.edu).