

**2017-2018 Marketing Assistant – Room and Board  
Position Overview****FRESNO STATE**

University Courtyard

**Application Deadline: Monday, May 1st****Job Description**

University Courtyard Marketing Students Assistants are responsible for promoting on-campus living to current and prospective residents as well as the community, current and prospective students of California State University, Fresno.

The Student Marketing Assistant is under direct supervision of the Marketing and Summer Conference Coordinator. This is a year round position that includes the summer of 2017.

**Minimum Qualifications**

- Must be enrolled as a student at California State University, Fresno
- Current University Courtyard residents preferred (former residents & non-residents may apply)
- Must be in good disciplinary and financial standing with the University and University Courtyard
- Knowledge of Microsoft Word, Excel, PowerPoint and email. 25 work hours per week. (Shifts must be scheduled between the days/hours of M-F, 8am-5pm)
- Grammar and proofing skills

**Preferred Qualifications**

- Social Media Experience (Instagram, Twitter, Snapchat, Facebook)
- Adobe InDesign, Illustrator, Photoshop and Dreamweaver experience
- Marketing experience
- Some photography experience

**Expectations**

- Work cooperatively as a part of the Marketing office team
- Ability to arrive on time and work all scheduled shifts (winter and spring recess hours are flexible). Room and Board assistant will sometimes work at night (Interviewing Residents and Attending Events).
- Read and completely understand the on-campus living application brochure, University Courtyard Student Handbook and Weekly Planner and other written materials as provided
- Ability to learn new software and procedures
- Ability to handle multiple tasks and deadlines
- Demonstrate exceptional interpersonal, communication and public relations skills
- Fulfill responsibilities of position description and stated job expectations of supervisor
- Behave in a professional, business-like manner
- Uphold California State University, Fresno Association Inc. policies as stated in the University Courtyard Student Handbook and Employee Handbook
- Uphold integrity standards

## **Primary Responsibilities**

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- Provide tours of housing
- Work in coordination with the Residential Life Staff and other staff members on scheduling tour coverage
- Mail application materials and informational letters to prospective residents
- Work in Customer Relationship Management System to set-up tours and send emails
- Design and post Social Media Content across different University Courtyard platforms
- Attend and take photos at University Courtyard events after hours
- Interview and interact with residents for Housing Happenings content
- Design/post informational signs/posters
- Help Design and layout of University Courtyard publications and brochures, forms, t-shirts and sweatshirts
- Plan and execute promotional events
- Design and participate in on-campus living presentations
- Telemarketing to prospective residents

## **Compensation**

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- Room and board at University Courtyard: Double occupancy community style room and a Platinum meal plan (in exchange for 25 hours of work per week)
- Summer compensation: Room and board at University Courtyard: Single occupancy suite style room and 21 meals per week plus \$150.00 stipend every 2 weeks (in exchange for 40 hours of week per week)
- If selected for this position, you will need to show proof of eligibility to work in the United States (Social Security card or international work permit card) and photo ID (California Driver's License or Passport) prior to beginning the position.

*Remove this coversheet before submitting your application*

**Personal Information:**

Name: \_\_\_\_\_ Fresno State ID#: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Major: \_\_\_\_\_ No. College Units Completed as of Dec/2016 \_\_\_\_\_ Cumulative GPA \_\_\_\_\_

**Permanent Address:**

Street Address	Apt/Suite
City	State
	Zip Code

**Local/On Campus Address:**

*Check this box if your Local/On Campus Address is the same as your Permanent Address.*

Street Address	Apt/Suite
City	State
	Zip Code

1. Have you ever been employed at University Courtyard? (Circle One)

YES

NO

If yes, list the position(s) held and date(s) of employment:

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2. List other previous employers (at least two years), including any volunteer hours, and briefly describe the type of work performed:

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3. Briefly describe any customer service experience you have provided in a volunteer or paid position:

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4. Briefly describe your marketing experience and course work:

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5. What experience do you have with Social Media?

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6. What experience do you have speaking publicly?

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7. What qualities or skills do you have that make you the best candidate for this position?

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## Scheduling

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Are you available to work academic year 2017-2018? Circle one:

YES

NO

Are you available to work summer 2017? Circle one:

YES

NO

Please indicate the times you are **AVAILABLE** to work each day.

	Time
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

**On a separate sheet of paper, please provide your Fall 2017 class schedule**

I certify that the information provided in this application is true and correct to the best of my knowledge.

**Applicant Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Return the completed application to the Atrium Customer Service Desk, or mail to:  
University Courtyard 5152 N. Barton Avenue M/S RH 82 Fresno, CA 93740-8013**

If you have any questions please contact the Marketing and Summer Conference Coordinator,  
Aimee Caneva, at [acaneva@csufresno.edu](mailto:acaneva@csufresno.edu).

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