

DIGITAL CONTENT ASSISTANT

Student Involvement Center

FRESNOSTATE | Student Involvement

Position Description

The Digital Content Assistant is responsible for developing clear, engaging written content for print and digital platforms, maintaining accurate web pages, and helping promote campus life programming. With a focus on editing copy, and strategic communication, the Digital Content Assistant will help ensure that students, partners, and the campus community receive timely and consistent information about events, services, and leadership opportunities.

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| Type: | Part-time, non benefited – current Fresno State students only |
| Supervisor: | Integrated Marketing Coordinator / Marketing and Communications Coordinator |
| Wage: | \$16.90 per hour (non-negotiable) |
| Schedule: | 20 hours per week (maximum); flexible, may include special hours during events |
| Openings: | 1 (Fresno, CA – In-person) |

Responsibilities

- Assist with the maintenance and updation of web pages in OMNI CMS, including major event sites (Welcome Week, Homecoming, Vintage Days) and Student Union pages, ensuring all content remains accurate, accessible, and aligned with Fresno State branding.
- Support departmental marketing by creating or updating content for ENGAGE event postings, blog submissions, website calendars, digital and physical signage and other distribution platforms.
- Write, proofread, and edit copy for event promotions, newsletters, websites, press releases, brochures, and other Student Involvement and Student Union materials.
- Assist with public relations efforts by drafting press releases, campus announcements, and consistent messaging for promotional campaigns, live shots and campus-wide communications.
- Gather information through research and event attendance to support student-focused storytelling and highlight involvement opportunities.
- Provide general guidance to students seeking involvement opportunities, connecting them with organizations, events, and campus resources when applicable.
- Attend regular meetings to discuss ongoing initiatives and provide feedback on current programs.
- Serve as a role model and leader on campus, exhibiting professionalism, responsibility, and a positive attitude at all times.
- Assist as event staff and perform other duties as assigned. (May include assisting other program areas during crunch times.)

Qualifications

- Currently enrolled as a Fresno State student pursuing a degree in journalism, English, public relations, communications, or a related field.
 - Undergraduate: 6 or more units (int'l: 12 or more); 2.00 cumulative GPA or above
 - Graduate: 4 or more units (int'l: 9 or more); 3.00 cumulative GPA or above
- Possess strong writing, editing, and proofreading skills.
- Ability to communicate effectively with diverse student audiences
- Excellent attention to detail, organization, and time management.
- Ability to work independently and collaboratively to meet deadlines.
- Experience with web editing (OMNI CMS training available)
- Familiarity using Google Suite and Wordpress, knowledge of AP style is a plus!

Benefits

- Opportunity to develop and enhance leadership and communication skills.
- Gain valuable experience in event planning and execution, marketing, and program development.
- Network with other student leaders and staff members across campus.
- Make a positive impact on the campus community and enhance the student experience.

To be considered, [submit](#) an application, resume, and work samples.

Applications will be reviewed on a rolling basis, in the order they are received, until all positions are filled. For questions or additional information, please contact Zenn Douangmala at zenn@csufresno.edu or 559.278.2741.

Organization Description

The **Student Involvement Center** at Fresno State provides programs that promote student engagement and cultivate personal growth through support and teamwork, service, growth and learning, leadership and inclusion. Our office is housed within the Lynda and Stewart Resnick Student Union (RSU), the new center of campus life.

The **Student Unions** at Fresno State are where students come to eat, study, socialize, have fun and develop leadership skills. Student employees, student leaders, and interns are the face of Student Unions' services and Student Involvement programs. The professional development and academic success of our students are at the core of our employment philosophy.

Visit @FSGetInvolved on [Instagram](#) or fresnostate.edu/involvement to learn more.