

# MAJOR CAMPUS EVENTS AND TRADITIONS MARKETING ASSISTANT

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## Position Description

The Major Campus Events and Traditions Marketing Assistant is a creative, collaborative, and detail-oriented team member who supports the promotion and storytelling of Fresno State's Major Events and Campus Traditions, including Welcome Week, Homecoming Week, Vintage Days, and other signature student experiences. This position plays an important role in increasing student awareness, engagement, and participation through strategic marketing, social media content, photography, graphic design, and event storytelling. The Major Campus Events and Traditions Marketing Assistant will help capture the Bulldog experience, highlight campus traditions, and create engaging content that connects students with opportunities to get involved and build community.

<b>Type:</b>	Part-time, non benefited – current Fresno State students only
<b>Supervisor:</b>	Coordinator of Major Events and Staff Development
<b>Wage:</b>	\$16.90 (non-negotiable)
<b>Term:</b>	July 2026 – May 2027
<b>Schedule:</b>	20 hours per week (maximum); includes nights and weekends
<b>Openings:</b>	1 (Fresno, CA – In-person)

## Responsibilities

### Major Campus Event Marketing Support

- Assist with marketing efforts for Welcome Week, including promoting events designed to welcome new and returning students, introduce campus traditions, and encourage student involvement.
- Support Homecoming Week marketing efforts by creating content that builds excitement, celebrates Fresno State pride, promotes traditions, and highlights student participation.
- Assist with Vintage Days marketing by creating promotional content for one of Fresno State's largest campus traditions, including vendor experiences, entertainment, student involvement opportunities, and community engagement.
- Capture the student experience at events through photos, videos, and storytelling that can be used for future marketing campaigns and institutional promotion.

### Marketing, Content & Communications

- Develop and execute marketing plans for major Fresno State campus traditions and signature events.
- Support the development of campaigns that increase student awareness, participation, and engagement with campus events and traditions.
- Create, write, schedule, and publish engaging content for Instagram and other digital platforms, including social media captions, stories, reels, promotional materials, and event highlights.
- Develop content that showcases the student experience, campus spirit, Bulldog pride, and the impact of involvement opportunities.
- Monitor social media analytics and engagement trends to assess campaign performance and recommend strategies for future content.
- Attend and document major campus events through photography, video, and live social media coverage to capture the energy and experience of programs.
- Assist with event promotions, countdown campaigns, giveaways, and other engagement strategies leading up to major events.
- Collaborate with event planners to ensure marketing timelines, promotional materials, and communication efforts align with event goals.

### Visual Media & Design

- Capture, edit, and retouch high-quality photos for events, campaigns and social media content.
- Assist with photo shoots and maintain photography equipment and digital assets.
- Design digital and print materials (flyers, signage, screen graphics) that follow Fresno State branding and accessibility standards.
- Assist with developing creative concepts, campaign themes, and visual storytelling strategies.
- Ensure content is prepared for production, publishing, and distribution across appropriate platforms.

#### Team Collaboration & Event Support

- Collaborate with staff, creative team members, student employees, campus partners, and event committees to support marketing goals.
- Assist with event day marketing needs, including on-site content creation, social media coverage, signage support, and student engagement activities.
- Participate in planning meetings, provide updates, take notes, and communicate project progress with team members and stakeholders.
- Maintain organized marketing files, shared drives, equipment, and creative assets.
- Support additional projects and responsibilities related to Major Events & Campus Traditions as assigned.

#### Qualifications

- Currently enrolled as a Fresno State student pursuing a degree in marketing, communications, public relations, graphic design, 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
- Experience with social media platforms and digital content creation.
- Excellent visual and written communication, attention to detail, and organization skills.
- Proficiency with Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, InDesign, Premiere Pro).
- Familiarity working with Google Suite and Canva.
- Self-motivated, ability to work independently and collaboratively, able to manage many concurrent projects and changing priorities to meet deadlines.
- Enthusiastic about Fresno State traditions, student engagement, and creating memorable experiences for the campus community.

#### How to Apply

Submit an application, resume and cover letter that addresses your interest and what you hope to gain from the position to Shawna Blair at [shblair@mail.fresnostate.edu](mailto:shblair@mail.fresnostate.edu) by 11:59 pm on Wednesday, July 1. Review of applicants will begin July 2; open until filled.