

MARKETING ASSISTANT

Student Involvement Center – Spotlight Events

Position Description

The Marketing Assistant is a dynamic, creative, and detail-oriented team member who plays a vital role in promoting Spotlight Events programs, events and campaigns. This position blends content creation, social media strategy, photography, design, and event planning support to enhance student engagement and campus life.

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

Responsibilities

Marketing, Content & Communications

- Develop and execute marketing plans for Spotlight Events programs and initiatives.
- Create, write, schedule, and publish engaging content for Instagram and other platforms, including copy for social media and promotional materials.
- Monitor analytics to assess performance and guide future content.
- Attend and document events for live coverage and engagement.

Visual Media & Design

- Capture, edit, and retouch high-quality photos for events and campaigns.
- 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.
- Collaborate on concept development and ensure content is prepared for production and publishing.

Team Collaboration & Event Support

- Coordinate with creative team members, event staff, and interns to support project goals.
- Assist with event promotions, on-site marketing tasks, and campaign rollouts.
- Attend meetings, take notes, and communicate clearly with stakeholders.
- Maintain organized office space, files, and equipment; perform other duties 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
- Excellent visual and written communication, attention to detail, and organization skills.
- Ability to work independently and collaboratively to meet deadlines.
- Proficiency with Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, InDesign, Premiere Pro).
- Familiarity working with Google Suite and Canva.
- Self-motivated and able to manage many concurrent projects and changing priorities.

Organization Description

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

How to Apply

Submit an application, resume and cover letter that addresses your interest and what you hope to gain from the position to Bianca Palma at biancapalma@mail.fresnostate.edu by 11:59 pm on Wednesday, May 27. Review of applicants will begin May 28; open until filled.

For questions, visit @FS_SpotlightEvents on Instagram, or email biancapalma@mail.fresnostate.edu