
Position Description

The Multimedia Marketing Assistant is responsible for capturing, editing, and producing high-quality photo and video content that aligns with the goals of Student Involvement's marketing campaigns and brand standards. The Multimedia Marketing Specialist will cover events, programs, and initiatives and support comprehensive content creation and digital strategy for @FSGetInvolved social media platforms.

Type:	Part-time, non benefited – current Fresno State students only
Supervisor:	Integrated Marketing 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

- Capture, edit, retouch, and produce high-quality photography and video content for marketing, storytelling, and branding purposes.
- Lead full photo and video workflows from concept, storyboarding, and direction to shooting, post-production, and brand alignment with objectives and Fresno State standards.
- Manage, organize, and maintain multimedia studio spaces, equipment (camera, audio, lighting), and Google Drive archives.
- Monitor social media trends and content analytics to assess engagement, measure campaign success, and inform future strategy.
- Facilitate meetings and provide training to staff on photography, videography, editing software, and multimedia storytelling.
- Plan and implement production timelines and content strategies across Instagram, YouTube, TikTok, and other platforms.
- Balance multiple concurrent projects, maintain project files, and consistently meet strict deadlines.
- Partner with internal team members and university departments on marketing projects and event execution.
- Assist in the development and distribution of marketing and promotional materials to promote student involvement opportunities across campus.
- 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 marketing, 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
- Prior experience coordinating client shoots and producing, capturing, and editing photo and video content.
- Proficiency with photography, videography, camera operations, audio recording, and lighting equipment.
- Self-motivated, resourceful, and able to work independently and collaboratively while managing multiple projects, changing priorities, and strict deadlines.
- Strong proficiency in Adobe Creative Cloud, specifically: Photoshop, Lightroom, and Premiere Pro.
- Strong visual and written communication, organization, and attention to detail, with familiarity using Google Workspace.

Benefits

- Gain hands-on experience working on projects for real-world clients.
- Work with a dynamic and creative team in an on-campus setting.
- Opportunity to build a strong portfolio of work and potential to network.
- Flexible schedule that accommodates class schedules and extracurricular activities.

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

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.