POSITION OPENING

POSITION: Program Assistant - Media
Part-time, non-benefited estimated 25-29 hours per week

RECRUITMENT ID: 885

COMPENSATION: Program Assistant I: $16.42-$23.38/hour (pay commensurate with experience and education)

LOCATION: Chico State Enterprises’ Center for Healthy Communities (CHC). This position is eligible for telecommuting. Candidate must be a California resident at the start of the position.

ESSENTIAL JOB FUNCTIONS: Under direct supervision of the Graphic Design Manager, the Media Program Assistant is responsible for the oversight of all social media accounts to ensure CHC’s social media presence continues to stay up to date and communications with the community are maintained in a timely fashion. The incumbent shall collaborate with internal teams to develop social media content related to each program within CHC. The incumbent shall work with the Graphic Design Manager and Media Team to design and develop graphics to be used across CHC’s social media platforms. The incumbent is also responsible for ensuring those platforms maintain communication with the community by keeping information current and relevant to support CHC’s Mission and Vision, in conjunction with the strategic plan and priorities.

- Applicable knowledge and experience with social media platforms and experience or willingness to learn social media management platforms, including Hootsuite
- Demonstrate understanding or willingness to learn how social media is utilized by companies and organizations to meet goals of organization programs
- Facilitate timely communication with the public via social media posts, direct messages, and collaboration with other social media pages
- Consult and communicate effectively with the various CHC programs to collect content for posts and stories
- Demonstrate understanding of social media trends and successes
- Demonstrate understanding of various communication vehicles and methods including Zoom, Email, and other communication platforms
- Participate in project team meetings remotely as needed

EXAMPLE JOB DUTIES:
- Assist with content creation and schedule weekly social media posts on all platforms via Hootsuite which includes: Facebook/Instagram, Twitter, LinkedIn: as needed for job openings, donation campaigns and project highlights
- Design and develop social media posts for the various CHC programs such as CalFresh Outreach week, back to school, CalFresh Awareness month, CalFresh Healthy Living Days of Action and/or other important events
- Assists with content development of outreach materials keeping in mind inclusivity and cultural appropriateness
- Monitor Hootsuite and social media platforms daily to communicate with and respond to the public in a timely manner
- Inspect and measure insights and analytics to measure growth, engagement, and future predictions to develop strategies to increase followers and engagements
- Monitor and respond to email inquiries from CHCMedia@csuchico.edu or support desk ticketing system

DISCLOSURE OF CAMPUS CRIME STATISTICS
CSU, Chico's Annual Security Report includes summaries of institutional policy relating to campus safety, drug and alcohol use, sexual assault, and other matters. The report is published in compliance with the Clery Act and includes three years of certain crime statistics that occurred in Clery Act defined geography. A paper copy of the report may be requested in person at CSU, Chico Police Department or by calling (530) 898-5555. It is also available on the web at 2020 Annual Security Report.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

Chico State Enterprises is an Equal Opportunity Employer and does not discriminate against persons on the basis of race, religion, color, ancestry, age, disability, genetic information, gender, gender identity, gender expression, marital status, medical condition, National origin, sex, sexual orientation, covered veteran status, or any other protected status. It is the Enterprise’s policy to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees must provide proof of identity and authorization to work. Prospective applicants with a disability may request and receive reasonable accommodation during the application and selection process.
- Outreach to CHC programs to collect and record content to be used for social media and record keeping on program specific documents
- Assist in maintaining the CHC photo archive to ensure images are of high quality and organized accurately and efficiently
- Creates timely, relevant, student appropriate content related to food security, food access, nutrition education, active lifestyles, CalFresh Outreach, health equity and basic needs
- Creates timely, relevant, student appropriate content related to CalFresh Healthy Living and CalFresh Outreach partnership events on campus
- Interacts with other Chico State and CFO partners social media accounts (like, follow, tag, share, etc.)
- Provides social media training and technical assistance (TA) to CFO campus subs in conjunction with segment leads (CCC, CSU, UC)

MINIMUM EMPLOYMENT STANDARDS:
- At least one year of part-time work experience in a professional setting in nutrition or health related field or community member/liaison OR Bachelor’s Degree in Marketing, Journalism, Communication, Nutrition, Health Education, or closely related field
- Well-versed with Microsoft Office and knowledge of Zoom
- Ability to work virtually and in-person as needed
- Able to work independently with remote support from Graphic Design Manager
- Ability to access a stable internet

PREFERRED EMPLOYMENT STANDARDS:
- Desire or interest working on basic needs initiatives with low-income, diverse, and underserved populations.
- Understanding of or interest in learning graphic design, creative writing, and other media related skills.

COMPLIANCE REQUIREMENTS:
- Candidate must be in possession of valid driver's license and automobile liability insurance. Participation in the DMV
  In compliance with the CSU vaccination policy, CSE recently implemented a COVID-19 vaccination self-certification
  requirement and process for active employees. Expanding on that process, all CSE new hires will need to self-certify
  their vaccination status or have received an approved medical/religious exemption prior to their start date as a
  contingency of their hire. Questions regarding this process should be directed to the CSE HR team at
  csehr@csuchico.edu.

HOW TO APPLY:
To be considered, submit the following documents by **August 3, 2022**. Documents submitted after this date will not
be considered.
- Resume

BY DROP BOX: [https://csuchico.app.box.com/f/e21d7899a46c45c2a8e7f45a6dd1948e](https://csuchico.app.box.com/f/e21d7899a46c45c2a8e7f45a6dd1948e)
BY EMAIL: csejobs@csuchico.edu

Paper applications will not be accepted; however, Chico State Enterprises is an Equal Opportunity Employer and is happy
to provide reasonable accommodations to applicants at any step of the application process. If you need assistance in
this regard, or are having technical difficulties, please contact the Human Resources office at 530-898-6811 or
[cssemployment@csuchico.edu](mailto:cssemployment@csuchico.edu) prior to 5:00 pm on the document deadline date. The employer is Chico State Enterprises, a non-

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profit corporation serving as an auxiliary organization of California State University, Chico. Employment is considered to be at-will.