



**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
RESIDENCE HALLS ASSOCIATION EXECUTIVE BOARD**

<b>Department:</b>	CSUN Student Housing
<b>Position:</b>	Marketing and Media Manager
<b>Hours:</b>	5 office hours and mandatory weekly meetings attendance
<b>Appointment Dates:</b>	May 25 <sup>th</sup> , 2020 – May 26 <sup>th</sup> , 2021
<b>Compensation:</b>	50% University Park Apartment bed space credit

**Position Focus:**

Under direct supervision by the RHA Advisor, the RHA Marketing and Media Manager is responsible for full marketing and media representation of the organization.

**Executive Board Responsibilities:**

- Be a resident during the summer to plan and prepare for the upcoming semester and Welcome Week activities (cost of summer housing is waived for 20 weekly office hours)
- Serve 5 office hours in the RHA office per week during the academic year
- Attend regular RHA meetings including: one-on-one meetings with supervisors, Weekly Executive Board Meetings and General Board Meetings
- Participate in event planning process and serve in event lead rotation
- Act as liaison with Park Council Directors (PCDs) as chosen by Executive Board at the beginning of the academic year
- Participate and engage in CSUN Residential Life Student Leader Training.
- Submit at least one nomination for the End of the Year Matador Involvement Center Awards Ceremony

**Position-Specific Responsibilities:**

- Oversee and maintain all RHA social media, including Twitter, Snapchat, Facebook and Instagram
- Collaborate and act as liaison with Residential Life Graphic Designer and work to market upcoming RHA events
- Act as the official photographer for all RHA events/activities throughout the academic year
- Maintain organizational website and social media (in accordance with CSUN web standards)
- Create the RHA promotional video for the new school year
- Required to have access/knowledge of website and social media development
- Maintain an end of the year montage (electronically or physically) at the end of the semester.
- Design/order all RHA items/inventory of those items for events and giveaways.
- Required to promote/advertise RHA (verbally/electronically).
- Maintain communication with outside business partners.

- Responsible for other duties as assigned by President and/or Advisor.

**Skill Development:**

- Direct experience with student government advising and development
- Experience with paraprofessional staff selection and training
- Experience with program development and implementation
- Experience understanding CSUN student leadership development
- Facilitating collaboration between Student Affairs Offices & students
- Potential for skill development in other desired areas of Residential Life
- Experience with qualitative and quantitative assessment techniques
- Experience with the budgetary process
- Experience with professional skills development
- Experience with communication for a nation-wide recognized program

**Contact Information:** Gerson Lam, Coordinator for Residential Student Success  
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