

## **CREATIVE ASSISTANT (CA) JOB DESCRIPTION:**

### **Position Scope:**

The position requires a time commitment of approximately 8-15 hours per week, usually between the hours of 9am and 5pm, Monday through Friday. Both work-study and non-work study applicants will be considered.

Primary roles of the Creative Assistant are generating, revising and further enhancing publicity materials, i.e. flyers, Facebook, YouTube as necessary. This includes maintaining an adequate stock of publicity materials, and being assigned to specific project tasks by CCSJ professional staff, service coordinators. Our CA's main goal is to support CCSJ in striving to establish its identity on campus. While specialization opportunities exist for Print, Multi Media and Social Media creative assistants, applicants should understand that they may be asked to perform tasks outside their concentration as needed.

Applicants should expect to apply their talents to the following areas: graphic design, page layouts, branding, 2D print media, advertisements or publication design, copy editing, writing and creative marketing solutions. Experience in community service and interest in social justice issues is highly preferred, but not required.

### **Desired Background:**

The ideal candidate is one with a background in one or more of the following subjects: Advertising, Public Relations, Communications, Journalism, Digital Media, Writing, Business or Marketing. However, applicants from all majors and minors are encouraged to apply if interested. All applicants should have working command of Adobe Photoshop, and while experience with Adobe Illustrator, Bridge or InDesign is preferred, it is not required.

### **Creative Assistant Specialization Opportunities and Responsibilities:**

#### **1. Print Specialist**

- Design and print flyers, posters, postcards and Greyhound Newspaper advertisements for full-time and student staff.
- Working with full-time staff to update and optimize official printed materials such as handbooks, brochures and binder covers.

## **2. Multi Media Specialist**

- Take photos and videos. Process and maintain publicity photography and videography database for CCSJ events and programs.
- Proficiency in Adobe Premier Pro, Final Cut (Pro/Express), and experience with "After Effects" is preferable but not necessary.

## **3. Social Media Specialist**

- Design, upload and maintain web banners and box advertisements for events on CCSJ's website.
- Maintain and update online presence through CCSJ's website, online communities, i.e. Facebook and YouTube.

## **4. Project Manager**

- Oversee proper distribution of all printed materials from start to finish.
- Manage and keep track of project requests.
- Serve as a liaison between Creative Assistant team and Central Duplicating.

## **General Responsibilities:**

- Maintain professional correspondence and status updates with CCSJ professional staff and student employees.
- Consult and advise with the office in marketing, publication design and publicity methods.
- Attend bi-weekly meetings with supervisor.
- Research marketing methods to optimize target market outreach.