



Marketing Coordinator Roles and Responsibilities

About the Position:

The Management Society is a student-led organization under the College of Business Administration (CoBA) at CSUSM. As Marketing Coordinator, you will work closely with the Marketing Director to support the promotion of all student activities, meetings, and networking events. This role is ideal for a creative, organized, and collaborative student who enjoys content creation, social media, and capturing moments at events. The Marketing Coordinator plays an important role in supporting the organization's mission of *"inspiring today's students to become tomorrow's great leaders"* by assisting with social media content, website updates, and visual storytelling through photos and digital media.

Roles:

- Assist the Marketing Director with creating and scheduling content for Instagram, LinkedIn, and other platforms
- Support the maintenance and updating of the Management Society website
- Capture photos and videos during meetings and events for promotional use

- Collaborate with the marketing team to brainstorm creative content ideas and campaigns
- Help ensure consistent branding and messaging across all marketing materials

Responsibilities:

Virtual:

- Assist in creating social media content using Canva (posts, stories, reels, and graphics)
- Help draft captions and organize content for scheduled posts
- Update website content as directed by the Marketing Director
- Organize and store digital media (photos, videos, graphics) for future use

In-Person:

- All responsibilities listed above
- Attend meetings and events to take photos and short videos
- Assist with event setup, promotional materials, and on-site marketing needs
- Support the Marketing Director during tabling, outreach, and special events

Requirements:

- Be matriculated and enrolled at CSUSM
- Maintain a minimum overall grade point average of 2.0 each term
- Be in good standing with the University
- Earn at least 6 semester units while holding office

- Attend and participate at all ALL society meetings

Qualifications:

- Passion to aid the growth of the MGMT Society and to “inspire today’s students to become tomorrow’s great leaders!”
- Effective communication and organizational skills
- Proficient in Google Drive/Shared Drive folders
- Familiar with social media platforms and posting content
- Familiarity with Canva editing platform (If no experience, we will train you)
- Ability to multi-task and work individually
- A self-starter with attention to detail