



FEDERAL WORK STUDY JOB DESCRIPTION

Southern California University of Health Sciences

2025-2026

Job Title: Marketing Research and Communications Associate
Department Name: Marketing
Location: Remote
Hiring Supervisor: Ondrian Yeung
Hiring Supervisor's Email: ondrianyeung@scuhs.edu

Rate of Pay: \$25/hour

Number of Positions Requested:

2

	Fall 2025	Spring 2026	Summer 2026
# of hours per week*	20	20	20

***Work hours/times will vary and depend on departmental needs. Work between terms or on breaks is not guaranteed.**

Job Duties and Responsibilities

- This position involves executing emerging marketing strategies that may be beneficial when starting a future practice such as SEO, Facebook, Instagram, Reddit, Google, and more.
- Some tasks may include but are not limited to:
 - Research and analysis of university related topics on social media channels, Reddit, and forums
 - Writing constructive posts to showcase and highlight SCU's programs, offerings, and values
 - Learning and understanding how Search Engine Optimization (SEO) and social channels play a large role in an organization's success
 - Assist in the strategy and implementation of new ideas to drive more students to the university
 - Learning and creating email campaigns to promote the university and its programs

Minimum Job Qualifications

- Experience using Microsoft Word, Excel
- Experience with Reddit, LinkedIn, and forums is a plus.
- Experience using social channels is a plus.
- Excellent organizational skills and detail oriented.
- Effective time management skills and the ability to meet critical deadlines.
- Maintain a minimum cumulative GPA of 2.5
- In good University standing (academic, financial, conduct)
- Excellent communication and interpersonal skills.
- Effective time management skills and the ability to meet critical deadlines.
- Attention to detail, responsible, and reliable
- Proactive go-getter and effective communicator

Educational Benefits/Learning Outcomes

- This position will equip students with the marketing tools they need to grow a successful practice in the future
 - Understand Google, social media, and online forums to develop a strong presence
 - Manage email campaigns and customer relationship management (CRM)



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- Learn about emerging marketing strategies that their peers may not have the opportunity to practice and execute
- Hands-on experience with growing an organization
- Project Management and Strategic Thinking
 - Improving organizational skills and working with a deadline
 - Experience managing a project and problem solve issues that may arise.
 - Increased communication skills through content creation projects and weekly meetings.
 - Experience working within a team environment and collaborating amongst members.
- Opportunity to learn new tools like Facebook ads, Instagram ads, Email softwares, Google Analytics, Google Ads, Reddit, LinkedIn.
 - Primary focus for this role will involve Reddit and brand building.

Other requirements

- Must be available to attend weekly meetings.
- This position is remote with the chance of some events on campus.