

Department: **Communication and Media Studies**

Working Title: **Primitivo General Manager**

Classification: **Instructional Student Assistant**

Number of Openings: **2-3**

Pay Rate: **\$17.86/hour**

Appointment: **3 hours/week**

Expected Dates of Employment: **February 1<sup>st</sup> – May 29<sup>th</sup>, 2026**

Deadline to Apply: **January 23<sup>rd</sup>, 2026**

Requisition #: **COMMEDIA\_PGM\_ISA\_SP26**

## **DUTIES OF THE POSITION**

General managers for Primitivo work closely with the instructor and help to guide the focus of the course. One of their main tasks is to oversee student-led groups who are working with real-world clients on PR projects. Additionally, general managers help to recruit and select semester clients from the campus and local community. General managers also help to book guest speakers, organize a field trip each semester, and give feedback on course needs. GMs also facilitate mini-lessons during the class and look for opportunities to participate in professional development related to PR

## **MINIMUM QUALIFICATIONS**

The ability to learn and perform assigned work; work cooperatively with faculty, staff, and other students; and accept responsibility. Completion of specific coursework may be required in order to teach, grade, complete research, or tutor for a course. Admission or registration as a University student. Note: Exceptions to the minimum eligibility qualifications may be granted at the sole discretion of the University.

## **HIRING CRITERIA**

Previous experience in Public Relations

## **HOW TO APPLY**

Email the COMS Dept. at [shelly.stephens@sonoma.edu](mailto:shelly.stephens@sonoma.edu)

## **HIRING NOTIFICATION**

Applicants will be notified by email if they are hired

## **SUPERVISOR**

Emily Acosta Lewis

## **OTHER INFORMATION**

- The classification, Instructional Student Assistant, is one of three classifications in a collective bargaining unit, Unit 11. Instructional Student Assistants, who must be currently enrolled University students, perform tutoring, grading, or teaching-related duties under the supervision of faculty or professional staff.
- Sonoma State University hires only individuals lawfully authorized to work in the United States. All offers of employment are contingent upon presentation of documents demonstrating the appointee's identity and eligibility to work, in accordance with the provisions of the Immigration Reform and Control Act.
- The university is an Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, or protected veteran status.
- This position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- Successful candidates may be required to do a background check (including a criminal records check) before work in the position can begin.

**SONOMA  
STATE**  
UNIVERSITY

ACADEMIC  
PERSONNEL

## **SONOMA STATE UNIVERSITY**

1801 East Cotati Avenue  
Rohnert Park, CA 94928-3609