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|  | JOB DESCRIPTION  Volunteer |

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| **Position Title:** | **Maroons Promotions Coordinator** |
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| **Term of Office:** | May 1 – April 30 |
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| **Supervisor:** | Maroons Coordinator |
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| **Remuneration:** | Volunteer |
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| **Hours of Work:** | 5 hours per week (on average) |

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| **General Scope of Duties** |
| The Promotions Coordinator is responsible for the promotion of MSU events and Maroons specific events for all undergraduate students. In addition, the Promotions Coordinator is responsible for the creation of promotional plans for Maroon events. Finally, the Promotions Coordinator is responsible for the upkeep of the various Maroons social media channels and the online promotion of MSU businesses, services and clubs events on an ad-hoc basis. The Public Relations Coordinator will work to ensure effective promotions for all Maroon events. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| Supervisory Function | 30% | * Act as a supervisory figure at Maroon events * Lead a pod during Welcome Week, along with a co-pod leader * Adapt to online platforms as required |
| Financial & Budgeting Function | 5% | * Work with the Maroons Coordinator to ensure that promotional budgets align with the Maroons service budget |
| Communications Function | 30% | * Communicate promotions schedules efficiently and on time with the Rep team * Liaise with MSU businesses, services and clubs, as well as University departments in order to provide promotional and social media assistance * Communicate media promotional plans with the Maroons Representatives in order to execute successful promotions of events * Communicate with the rest of the Maroons Leadership Team while making decisions for the service * Liaise with the MSU Communications Officer to ensure Maroon Events are shared on MSU social media accounts and on the MSU calendar |
| Advertising & Promotions Function | 30% | * Work to ensure that Maroon events are being promoted effectively * Responsible for updating Maroons social media accounts with information regarding the Maroons and other MSU Clubs and Services |
| Other | 5% | * Attend weekly leadership team meetings with the Maroons Coordinator * Actively seek additional ways in which the Maroons can become more involved within the Hamilton Community * Responsible for creating the content for the Maroons Handbook |

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| **Knowledge, Skills and Abilities** |
| * Knowledge of Microsoft Office programs (Word, Excel, Teams) and Zoom * Organizational and time management skills required * Social media experience is an asset * Organizational and time management skills * Skills to work independently and manage others * Interpersonal skills * Written and oral communication skills * Familiarity with the MSU |

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| **Effort & Responsibility** |
| * Responsible for updating Maroons social media accounts (Facebook, Twitter, Instagram) * Demanding hours of work required preceding and during events * Communication with MSU businesses, services and clubs * Responsible for maintaining an appropriate and positive image of the MSU |

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| **Working Conditions** |
| * Time demands may exceed stated hours of work * Heavy lifting may be required * Role may be conducted virtually if required |

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| **Training and Experience** |
| * Previous experience with the Maroons is an asset * Participation in Maroons Executive training (provided) * Participation in McMaster Welcome Week Training (provided) |

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| **Equipment** |
| * Personal computer |