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| MSU-logo-2001 | JOB DESCRIPTION  Volunteer |

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| **Position Title:** | **Diversity Services Promotions Executive** |
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| **Term of Office:** | September 1 to April 30 (Summer Preparation Required) |
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| **Supervisor:** | Diversity Services Director and Assistant Director |
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| **Remuneration:** | Volunteer |
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| **Hours of Work:** | 10 hours per week, variable summer hours |

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| **General Scope of Duties** |
| The Promotions Executive is responsible for advertising general Diversity Services events and Committee Coordinator events. They will do this by working closely with the rest of the executive to develop detailed and creative promotional plans for events and campaigns. This individual is responsible for maintaining the visibility and publicity of the service both on and off campus, and ensuring the proper avenues for promotions are being utilized. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| Communications Function | 20% | * Aid the Director in understanding Diversity Services’ promotional needs * Aid the Director and executives in promotional and advertising initiatives * Ensure that proper audiences are targeted in any promotional campaigns * Responsible for choosing the modes of communication for promotional activities, including but not limited to postering, Facebook, and Twitter * Respond to general inquiries through social media * Communicate with Underground Media + Design on a regular basis to ensure that the materials being produced are what is needed and wanted * Communicate with various campus and community stakeholders to promote diversity-related issues. * Maintain strong communication with the Diversity Services Director, Assistant Director, and fellow executives |
| Financial & Budgeting Function | 5% | * Work with the Diversity Services Director to ensure that promotional budgets align with the service budget * Inform the Director of all potential expenses * Retain receipts of expenditures to ensure reimbursement |
| Advertising & Promotions Function | 60% | * Utilize the appropriate MSU departments, including the Underground Media + Design to advertise Diversity Services events on campus. * Ensure that any and all promotional material produced by Diversity Services follows the MSU Visual Identity Guide and are primarily created by the Underground Media + Design * Assist the Director and Assistant Director with developing new promotional ideas and innovative ways to collect feedback on the functions of the service * Assist the Director and Assistant Director in learning about what diversity-related issues the service should address from a students’ perspectives * Assist the Director and Assistant Director with management of the Diversity Services social media outlets * Update the MSU Website and Calendar weekly in conjunction with the Assistant Director and Director * Ensure that Diversity Services maintains a professional appearance through the information that is disseminated through social media |
| Other | 15% | * Support and attend Diversity events * Participate in Diversity Services team meetings * Provide transition for the incoming Promotions Executive |

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| **Knowledge, Skills and Abilities** |
| * Awareness and understanding of topics associated with Diversity Services is an asset * Organizational and time management skills * Interpersonal skills * Strong communication skills * Ability to coordinate with others and take initiative to ensure successful completion of tasks * Prior Social Media Management experience is an asset but not required |

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| **Effort & Responsibility** |
| * Effort required to think creatively * Effort required to design and implement promotional campaigns * Establish and maintain professional connections on and off campus * Responsible for raising awareness of Diversity Services through the utilization of different forms of media |

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| **Working Conditions** |
| * Most work can be completed in a shared office space * Time demands may exceed stated hours of work |

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| **Training and Experience** |
| * Experience with social media management is an asset * Graphic design experience is an asset * Promotions and advertising experience is an asset * Experience and skills in planning and strategizing multiple events * Participation in all Diversity Services Training sessions required (provided) |