



JOB DESCRIPTION

Volunteer

Position Title:	SWHAT Public Relations Executive
Term of Office:	September 1 to April 30 (summer preparation required)
Supervisor:	SWHAT Coordinator
Remuneration:	Volunteer
Hours of Work:	Variable (8-10 hours per week, increased in September) Minimum of 5 shifts per month (shifts are 7PM-1AM)

General Scope of Duties

The SWHAT Public Relations Executive is responsible for all activities related to the marketing and promotion of SWHAT to the McMaster community, on and off campus, throughout the year, in addition to general SWHAT Executive member duties. The SWHAT Public Relations Executive is responsible for working with other MSU organizations, McMaster groups, and McMaster community members to promote the use of SWHAT. The person in this role is also responsible for developing recruiting strategies to involve new SWHAT Walkers, especially during Welcome Week in September and in January.

Members of the SWHAT Executive team must comply with all duties applicable to SWHAT Walkers and SWHAT Dispatchers.

Major Duties and Responsibilities

Category	Percent	Specifics
Operations & Supervisory Function	45%	<ul style="list-style-type: none"> ▪ Open SWHAT office and remain in the office until the end of shift. Minimum of 5 shifts per month (shifts are 7PM-1AM) ▪ Ensure that all walker and dispatcher procedures are enforced and practiced ▪ Able to function as a walker or dispatcher in the case that one is not present ▪ Assist the SWHAT Coordinator with the selection of walkers ▪ Assist the SWHAT Internal Affairs Executive with recruiting and training of the walkers ▪ Assist the SWHAT Dispatch Operations Executive with training of the dispatchers ▪ Work with the SWHAT Executive team in monitoring walk count, and updating walk counter in the office
Financial & Budgeting Function	5%	<ul style="list-style-type: none"> ▪ Collaborate with the SWHAT Coordinator to ensure that promotional budgets align with the SWHAT service

Student Walk Home Attendant Team (SWHAT) Public Relations Executive Job Description

		<p>budget</p> <ul style="list-style-type: none"> ▪ Provide information about costs and expenses to the SWHAT Coordinator prior to incurring costs ▪ Collaborate with the SWHAT Coordinator to complete any and all financial forms required
Communications Function	10%	<ul style="list-style-type: none"> ▪ Check-in weekly with the SWHAT Coordinator to discuss current projects and issues ▪ Attend bi-monthly SWHAT Executive team meetings to discuss current projects and issues ▪ Communicate with the SWHAT Executive team while making decisions for the service, through meetings, email, and other forms of communication deemed appropriate ▪ Monitor the SWHAT Public Relations email and answer any inquiries ▪ Participate in mid-year evaluation process set out by the MSU Vice-President Administration ▪ Participate in transition with the outgoing SWHAT Public Relations Executive and provide transition for the incoming SWHAT Public Relations Executive
Advertising & Promotions Function	40%	<ul style="list-style-type: none"> ▪ Liaise with various Welcome Week organizers to arrange details, requirements, and necessary information for distribution of promotional materials ▪ Responsible for organizing promotions prior to and during Welcome Week, including but not limited to Welcome Day, Clubsfest, SOCS Olympics, and MacQuest ▪ Collaborate with the SWHAT Internal Affairs Executive in creating promotional materials for Welcome Week, including but not limited to creating the SWHAT board ▪ Organize distribution of SWHAT promotional materials ▪ Report on, photograph, or videotape SWHAT events, for promotional purposes and for use in SWHAT media including the MSU website, MSU publications, and SWHAT social media outlets ▪ Collaborate with the SWHAT Executive team to create promotional material ▪ Monitor and manage SWHAT social media outlets and the SWHAT MSU website ▪ Liaise with the SWHAT Coordinator to utilize appropriate MSU departments and resources to promote SWHAT (e.g. the Silhouette, CFMU, MSU Almanac, Underground Media + Design) ▪ Liaise with Underground Media + Design and the MSU to ensure all SWHAT promotional material is up to standard ▪ Make sure all promotional material is compliant with the MSU Style Guide ▪ Collaborate with the SWHAT Volunteer Affairs Executive to promote the SWHAT Walk-A-Thon, and develop strategies for increased service use and exposure of SWHAT to the McMaster community

Knowledge, Skills and Abilities

- Knowledge of the philosophies and fundamentals of SWHAT operations
- Organization and time management skills
- Skills to work independently, skills to motivate, and manage others
- Written and oral communication skills
- Creativity and enthusiasm
- Teamwork
- Initiative required to see tasks through to completion

Effort & Responsibility

- Communication with MSU organizations, services, and clubs. Communication with Hamilton community groups and University departments
- Exercise judgment in unexpected or emergency situations when on shift
- Exercise judgment in volunteer discipline
- The summer is important for setting up the service to run effectively for the year. September is very busy with recruiting, interviewing, and training volunteers.
- Responsible for maintaining an appropriate and positive image of the MSU

Working Conditions

- Late evenings
- Working conditions vary
- Duties can be performed in the SWHAT office, on shift, and outside of normal hours
- Time demands may exceed stated hours of work

Training and Experience

- Previous experience in SWHAT in any capacity
- Participation in SWHAT Executive transition meeting, transition with previous SWHAT Public Relations Executive required
- Participation in SWHAT Executive training
- Working knowledge of Word, Excel, Google Drive, and email an asset
- Working knowledge of photo editing software an asset

Equipment

- Telephone and voicemail box
- Radio
- Personal computer in SWHAT office