



# JOB DESCRIPTION

Part Time Staff

**Position Title:** Marketing and Communications Assistant

**Term of Office:** August 1 to April 30

**Supervisor:** Marketing & Communications Director

**Remuneration:** B2

**Hours of Work:** 6-8 hours per week

## General Scope of Duties

The Marketing and Communications Assistant is responsible for providing communications support by promoting MSU events, services and activities and increasing awareness of the MSU as a whole. Under the direction of the Marketing & Communications Director (MCD), the Assistant will contribute to ~~internal and external publication~~ communications of the MSU including updates and services features for the MSU's website, social media channels, ~~and videos~~. As well, the Assistant will aid the Media Production Coordinator in the creation, directing and production of video content that is engaging and informative. Additionally, the Assistant offers ideas and support to the Board of Directors and Marketing & Communications Department during weekly meetings.

## Major Duties and Responsibilities

| Category                | Percent                   | Specifics  |
|-------------------------|---------------------------|--|
| Communications Function | <del>80%</del> <u>75%</u> | <ul style="list-style-type: none"> <li>▪ Report on events and services for promotional purposes and for use in MSU media <del>including the MSU website</del> and other MSU social media channels</li> <li>▪ Responsible for contributing story and promotional ideas</li> <li>▪ Working with department managers and the MCD, obtain information and details <del>for</del> from points of contact in order to create appropriate narratives</li> <li><del>▪ Follow up on information, get sound bites approved, etc.</del></li> <li><del>▪ Write engaging news stories for the MSU website and social media accounts</del></li> <li><del>▪ Assist PTM's with their respective website content as necessary</del></li> <li>▪ Assist the Social Media Coordinator in creating brand awareness content and events on social channels, <u>including contests, give-a-ways and promo plans</u></li> <li>▪ Assist the Media Production Coordinator with video <u>production and direction, and -script writing</u> <del>script writing, production and directing where required</del></li> </ul> |

[https://mcmastersu-my.sharepoint.com/personal/asc\\_msu\\_mcmaster\\_ca/Documents/ASC 22-23/Executive Board/Meeting Documentation/22-24/Marketing and Comms Assistant updates Feb 2023.docx](https://mcmastersu-my.sharepoint.com/personal/asc_msu_mcmaster_ca/Documents/ASC 22-23/Executive Board/Meeting Documentation/22-24/Marketing and Comms Assistant updates Feb 2023.docx) C:\Users\Wick\Desktop\MSU\Meeting Documents\19-31\Marketing and Comms Assistant JD updates.docx

|                                       |     |   |
|---------------------------------------|-----|---|
|                                       |     | <ul style="list-style-type: none"> <li>Act as an MSU brand ambassador on social media and in video production work, telling stories and sharing information for public consumption</li> <li>Assist the MCD with the development and execution of student engagement strategies for MSU Communications</li> <li>Reports to MCD through regular meetings and reports</li> </ul>   |
| Advertorial creation for campus media | 10% | <ul style="list-style-type: none"> <li>Create advertorial for campus media, such as the Silhouette and MSU email publications—working with other members of the Comms team to source photos or video as required</li> <li>Conduct a detailed edit of the text where required, if content is written by a member of the Board of Directors</li> <li>Arrange the layout using Adobe InDesign when necessary</li> </ul>                      |
| Other Administrative                  | 15% | <ul style="list-style-type: none"> <li>Attend weekly meetings with the communications team and Board of Directors</li> <li>Participate in discussions over updates from the week and future communications efforts</li> <li>Plan for copy/script writing, content development and strategy development as required.</li> <li>Coordinate and schedule video shoots and promo plan involvement with associated staff as required</li> </ul> |

### Knowledge, Skills and Abilities

- Excellent writing skills
- Knowledge of students' academic and non-academic concerns
- Knowledge of McMaster Students Union
- Interpersonal skills required in order to set up interviews, and to interview a wide variety of people
- Creativity required in order to develop story ideas and public relations campaigns
- Comfortable being filmed and delivering messages on-camera for public display
- Ability to proofread and edit

### Effort & Responsibility

- Ability to work quickly and efficiently
- Responsible for ensuring MSU promotional information is accurate and up-to-date
- Responsible for ensuring the MSU brand is properly represented to the public

### Working Conditions

- Hours of work are variable

### Training and Experience

- Previous experience writing for publications, including websites and/or, and/or newspapers experience is an asset
- Previous involvement in promotional activities coordination is an asset
- Previous involvement with social media management is an asset
- Demonstrated knowledge and experience using InDesign is required

### Equipment

- Shared computer

