



Memo

From the office of the...

Michael Wooder, Director of Communications

TO: Members of the Executive Board
FROM: Michael Wooder
SUBJECT: Marketing & Communications Assistant job description updates
DATE: February 16, 2023

Updating the Marketing & Communications Assistant Job Description

The duties of the Marketing & Communications Assistant (MCA) have shifted slightly and should be updated and properly reflected in the job description. Specifically, the role no longer has a focus on advertorial or layout work, pursuant to the Silhouette. Pre-pandemic, the MCA performed copy editing and minor design work on a routine / weekly basis. As the Silhouette no longer has a physical issue on a weekly basis, the bi-semesterly task has been incorporated into the roles of the MCD and Communications Officer.

Further, the pandemic shifted communications into a digital first, digital only format for two years. The MCA, through discussions with the Board of Directors and Comms Team, moved into more video production and brand ambassador work as a result. Thus, the stories that were once written are now delivered via video. We plan to keep much of this strategy going forward. Further, the MCA role now has some small involvement with social media management, specifically in relation to the video projects they oversee. Therefore, the updates to the job description attached reflect the changing nature of the work performed.

The MCA role is still very much engaged with the process of telling the MSU's stories, but the method of doing so has shifted. The changes reflected in the attached job description were developed between me, with input from the previous MCA, and the current MCA, to ensure an accurate depiction of the current scope of work. The job description should be updated prior to the beginning of the next offer of employment for the 2023-2024 MCA. Finally, though I don't feel the role has undergone a dramatic change in scope and still adheres to its original intent, to ensure fairness to future staff members, I recommend that the MCA role be referred to the wage review committee.

Sincerely,
Michael Wooder