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*From the office of the...*  
President

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TO: Internal Governance Committee  
FROM: Jovan Popovic, President  
SUBJECT: Communications and Advertising Director  
DATE: June 24, 2024

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Dear members of the IG Committee,

## **Introduction:**

Following Michael Wooder's well-deserved promotion from Marketing & Communications Director to General Manager (GM), we're making some adjustments to the Marketing & Communications Director position to better align with the GM's strengths, offering a greater position of support.

## **Proposed Changes to Marketing & Advertising Director Role:**

- **Name Change:** The position will be renamed *Communications and Advertising Director*.
- **Focus Shift:** The role will prioritize driving revenue through strategic advertising campaigns while maintaining a strong focus on internal marketing initiatives.
- **Responsibility Streamlining:** Previously handled government relations tasks and organizational strategy work will be shifted to the GM role for a more streamlined approach.

**Policy Review Request:**

These changes necessitate a review of relevant policies, specifically to **OP – Marketing and Communications Department** and **OP – Promotions and Advertising**, to ensure they accurately reflect the revised job description and responsibilities for the updated Communications and Advertising Director role. This will continue to ensure a smooth transition and optimal support for both the General Manager and the Communications and Advertising Department.

Thank you for your time and consideration.

Best,

A handwritten signature in black ink, appearing to read 'J Popovic', with a stylized flourish at the end.

Jovan Popovic  
President  
McMaster Students Union  
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