



Operating Policy – Marketing & Communications & Advertising Department

1. Purpose

- 1.1 To coordinate all marketing and advertising campaigns with the MSU;
- 1.2 To develop long-term marketing strategies for the MSU;
- 1.3 To play a significant role in the creation and consolidation of the MSU's public image;
- 1.4 Work to increase communication between the MSU, the students of McMaster University, and the external community.

2. Operating Parameters

2.1 The Marketing & Communications & Advertising Department shall:

- 2.1.1 Be responsible for promoting the mission, vision, and goals of the MSU;
- 2.1.2 Operate year-round with the objective of continually improving public relations for the MSU with the students and the external community;
- 2.1.3 Work with the Board of Directors Vice-President (VP; Education) to profile the positive interactions/events of McMaster students within the community;
- 2.1.4 Promote awareness of all MSU departments to the McMaster community and assist MSU departments in developing best practices with respect to communications and promotions;
- 2.1.5 Consult with MSU departments to facilitate communication with the McMaster community;
- 2.1.6 Serve as the central coordinator of all marketing campaigns and advertising performed by the MSU to ensure that a uniform image is maintained by all departments;
- 2.1.7 Profile the SRA, Executive Board, and Board of Directors;
- 2.1.8 Assist the Board of Directors in all dealings with the media and community.

Approved 98R

Revised 04F, 05P, 13D, 16C, EB 18-27, 19R

2.1.8

3. Personnel

- 3.1 The ~~Marketing &~~ Communications ~~and~~ Advertising department shall consist of:
- 3.1.1 The ~~Marketing &~~ Communications & Advertising Director (MCAD), hired by and responsible to the Board of Directors through the General Manager;
 - 3.1.2 The Communications Officer, full time Student Opportunity Position, hired by and responsible to the Board of Directors through the MCAD;
 - 3.1.3 The Marketing and Communications Public Relations Assistant, who shall be hired by and responsible to the MCAD;
 - 3.1.4 The Social Media Coordinator, who shall be hired by and responsible to the MCAD.
 - 3.1.5 The Media Production Coordinator, who shall be hired by and responsible to the MCAD.

4. ~~Marketing &~~ Communications ~~and~~ Advertising Director

- 4.1 The ~~Marketing &~~ Communications & Advertising Director shall:
- 4.1.1 Be responsible for promoting the mission, vision, and goals of the McMaster Students Union through marketing, advertising, promotional, and publicity campaigns;
 - 4.1.2 Support and advise the Board of Directors and General Manager with public ~~and government~~ relations strategies and initiatives;
 - 4.1.3 Manage and oversee the activities of the department and its personnel;
 - 4.1.4 Liaise with all MSU departments for the purpose of maintaining the unity of the MSU's public image;
 - 4.1.5 Develop and implement marketing and advertising initiatives to assist in the growth of revenue generating activities of the MSU;
 - 4.1.6 Support the VP (Education) in advocacy and awareness campaigns;
 - 4.1.7 Perform duties outlined in the ~~Marketing &~~ Communications and Advertising Director job description;
 - 4.1.8 Ensure that the following operating policies are upheld:
 - 4.1.8.1 Services;
 - 4.1.8.2 Promotions & Advertising;
 - 4.1.8.3 Marketing & Communications and Advertising.

5. Communications Officer

5.1. The Communications Officer (CO) shall:

- 5.1.1. Perform communications and marketing work at the discretion of the [MCAD](#);
- 5.1.2. Act as a resource for all MSU Services and Businesses;
- 5.1.3. Perform other duties as outlined in the Communications Officer job description.

6. ~~Public Relations Assistant~~[Marketing and Communications Assistant](#)

6.1. The [Marketing and Communications Assistant](#) ~~Public Relations Assistant~~ shall:

- 6.1.1. Assist the [CADMCD](#) in promoting the public image of the MSU;
- ~~6.1.2.~~ Perform other duties as outlined in the [Public Relations Assistant](#)~~Marketing and Communications Assistant~~ job description.
- ~~6.1.2.~~~~6.1.3.~~ Be selected by the CAD and outgoing Marketing and Communications Assistant through an application and interview process.

7. Social Media Coordinator

7.1. The Social Media Coordinator shall:

- 7.1.1. Manage the online presence of the MSU on various social media platforms;
- 7.1.2. Liaise with all MSU departments to assist them in developing their own social media presence;
- ~~7.1.3.~~ Perform other duties as outlined in the Social Media Coordinator job description.
- ~~7.1.3.~~~~7.1.4.~~ Be selected by the CAD and outgoing Social Media Coordinator through an application and interview process.

8. Media Production Coordinator

8.1. The Media Production Coordinator shall:

- 8.1.1. Develop and create digital media content for MSU services, committees, the education team and the Board of Directors;
- 8.1.2. Work collaboratively with the Communications Officer to manage the creation of media content;
- ~~8.1.3.~~ Perform other duties as outlined in the Media Production Coordinator job description.
- ~~8.1.3.~~~~8.1.4.~~ Be selected by the CAD and outgoing Media Production Coordinator through an application and interview process.

9. Scope and Duties

9.1 The ~~Marketing &~~ Communications and Advertising department ~~will~~ shall:

~~9.1.1~~ 9.1.1 Manage the following platforms and avenues of communication, and shall work with ~~the~~ MSU departments to produce content for:

~~9.1.1.1~~ 9.1.1.1 The MSU website, including all news stories, spotlights, public announcements and social media linkages. The MSU website and social accounts ~~are~~ is to be the primary ~~tools~~ s for communication from the MSU;

~~9.1.2~~ 9.1.2 The MSU's social media presence on Facebook, Twitter, Instagram and other social media outlets;

~~9.1.3~~ 9.1.3 The President's Page in *The Silhouette* and any other promotional materials published through on-campus media outlets;

~~9.1.4~~ 9.1.2 Assist in the development and production of MSU video content when needed;

9.1.3 Assist in developing and executing a marketing and publicity plan for the annual MSU General Assembly and MSU Elections.

9.1.4 Chair the MSU Advertising Committee, comprised of the managers responsible for advertising throughout the MSU.

~~9.1.5~~

~~9.1.6~~ 9.1.5 ~~The Marketing & Communications & Advertising department shall o~~ Qversee the development and usage of the following, ~~instructing individual departments on how to use the following,~~ when necessary:

~~9.1.7~~ 9.1.5.1 ~~In cooperation~~ coordination with Underground Media +& Design, the MSU brand, including any and all logos, slogans, images, and colours that are associated with the MSU;

~~9.1.7.1~~ 9.1.5.2 ~~In coordination~~ cooperation with Underground Media +& Design, the MSU Visual Identity Guide, which is to be used as the primary document outlining the appropriate use of images, fonts, colours, and logos associated with the MSU;

~~9.1.8~~ 9.1.6 The MSU's social media strategy.

9.2 Any substantial policy changes with regard to communications in the MSU shall be subject to approval by the Executive Board. Substantial changes include, but are not limited to:

9.2.1 Changes to department logos or slogans;

9.2.2 Amendments to this operating policy;

9.2.3 Changes to the MSU's Visual Identity Guide.

- | 9.3 The ~~Marketing &~~ Communications & Advertising department shall publish material at the direction of the Board of Directors. The SRA may direct the Board of Directors to publish material communicating a particular view or opinion through any or all avenues of communication that are at the disposal of the MSU.