



# Operating Policy – 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 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 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 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, EB 24-03

### 3. Personnel

3.1 The Communications & Advertising department shall consist of:

- 3.1.1 The Communications & Advertising Director (CAD), 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 CAD;
- 3.1.3 The Marketing and Communications Assistant, who shall be hired by and responsible to the CAD;
- 3.1.4 The Social Media Coordinator, who shall be hired by and responsible to the CAD.
- 3.1.5 The Media Production Coordinator, who shall be hired by and responsible to the CAD.

### 4. Communications & Advertising Director

4.1 The 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 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 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 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 CAD;
- 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. Marketing and Communications Assistant

6.1. The Marketing and Communications Assistant shall:

- 6.1.1. Assist the CAD in promoting the public image of the MSU;
- 6.1.2. Perform other duties as outlined in the Marketing and Communications Assistant job description.
- 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.
- 7.1.4. 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.
- 8.1.4. Be selected by the CAD and outgoing Media Production Coordinator through an application and interview process.

## 9. Scope and Duties

9.1 The Communications and Advertising department shall:

- 9.1.1 Manage the following platforms and avenues of communication, and shall work with MSU departments to produce content for:
    - 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 the primary tools for communication from the MSU;
    - 9.1.1.2 The MSU's social media presence on Facebook, Twitter, Instagram and other social media outlets;
    - 9.1.1.3 The President's Page in *The Silhouette* and any other promotional materials published through on-campus media outlets;
  - 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 Oversee the development and usage of the following, when necessary:
    - 9.1.5.1 In coordination with Underground Media + Design, the MSU brand, including any and all logos, slogans, images, and colours that are associated with the MSU;
    - 9.1.5.2 In coordination 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;
  - 9.1.6 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 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.