# JOB DESCRIPTION

**Position Title:** Peer Support Line Promotions Coordinator  

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

**Supervisor:** Peer Support Line Coordinator

**Remuneration:** Volunteer

**Hours of Work:** 3-6 hours per week, variable

## General Scope of Duties

The Promotions Coordinator is responsible for the promotion of the Peer Support Line and its events to the McMaster community in a professional manner. The Promotions Coordinator is responsible for the creation of all promotional materials, as well as the creation of promotional plans for the service and events in partnership with the Coordinator, other executives, and Underground Media + Design. The Promotions Coordinator will work closely with the PSL Coordinator and Events Coordinator to ensure effective promotions for all events. The Promotions Coordinator will assist with updating the PSL website and managing social media accounts, for designing and implementing all promotional projects and material for the Peer Support Line and for managing the Peer Support Line social media accounts.

## Major Duties and Responsibilities

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<th>Category</th>
<th>Percent</th>
<th>Specifics</th>
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| **Communications Function**                   | 30%     | - Aid the Coordinator in understanding PSL’s promotional needs  
- Aid the Coordinator and executives in other promotion and advertising initiatives  
- Ensure that proper audiences are targeted in any promotional campaigns  
- Responsible for choosing the modes of communication for promotional activities  
- Respond to general inquiries  
- Communicate with Underground Media + Design on a regular basis to ensure materials being produced are what is wanted and needed  
- Maintain strong communication with the PSL Coordinator, PSL Assistant Coordinator, and Events Coordinator |
| **Financial & Budgeting Function**            | 5%      | - Work with the PSL Coordinator to ensure that promotional budgets align with the service budget  
- Retain financial information to receive reimbursement from the Coordinator |
| **Advertising & Promotions Function**         | 80-30%  | - Aid the Coordinator in keeping the website up to date  
- Maintain an active presence on appropriate social media sites to ensure awareness of the service  
- Ensure all promotions of PSL are accessible  
- Ensure that any and all promotional material produced by PSL follows the MSU Visual Identity Guide and are primarily created by the Underground Media + Design  
- Develop and execute promotional projects and materials to increase awareness of services provided by the Peer Support Line |
Promotions Coordinator  

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- Utilize the appropriate MSU departments to advertise the Peer Support Line on i.e. The Silhouette, CFMU, MSU Almanac, Compass Information Centre, Underground Media & Design, MSU Webpage, MSU Listserv, etc
- Hold regular meetings with the PSL Executive Coordinators in order to assess their advertising needs
- Work closely with the Special Events Coordinator to plan and implement promotional campaigns and events
- Participate in Welcome Week activities i.e. display tables, residence talks, etc.
- Ensure that the PSL webpage and social media accounts are updated regularly

Other  

- Attend team training with the Peer Support Line Executive Volunteer Coordinator and Peer Listeners
- Provide regular updates to the Peer Support Line Coordinator
- Provide transition for the incoming Promotions Coordinator
- Work with the Peer Support Line Coordinator on different promotions
- Participate in mid-year evaluation process set out by the Peer Support Line Coordinator and Vice-President (Administration)
- Other duties as assigned by the Peer Support Line Coordinator
- Act as a last resort to substitute for extra shift changes

Knowledge, Skills and Abilities

- Promotions/advertising background is an asset
- Strong time management and organizational skills and interpersonal skills
- Communication skills
- Public relation skills
- Familiarity with on campus resources pertaining to advertising
- Knowledge of on- and off-campus resources related to mental health

Effort & Responsibility

- Responsible for raising awareness of The Peer Support Line through the utilization of different forms of media
- Responsible for constantly updating the Peer Support Line’s various forms of social media
- Responsible for organizing and executing various promotional campaigns throughout the year
- Effort required to think creatively
- Effort required to design and implement promotional campaigns
- Maintain confidentiality of all aspects of the Peer Support Line

Working Conditions

- Most duties can be performed in a shared office space or while on call
- Time demands may exceed stated hours of work

Training and Experience

- Previous experience as a Peer Support Listener is preferred
- Previous participation in Peer Support Listener training including Mental Health 101 and Question Persuade Refer
- Previous leadership experience
- Graphic design experience is an asset
- Experience with advertising and social media management is an asset
- Transition with previous Promotions Coordinator required
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- Necessary training will be provided

**Equipment**

- Basic computer software use
- **Personal computer**
- Basic PSL telephone use.
- Basic online Chat Module Use