



# JOB DESCRIPTION

Volunteer

<b>Position Title:</b>	<u>Teaching Awards Committee</u> <u>MSU Macademics</u> - Promotions Executive
<b>Term of Office:</b>	September 1 to April 30
<b>Supervisor:</b>	<u>Teaching Awards Committee</u> <u>MSU Macademics</u> Coordinator
<b>Remuneration:</b>	Volunteer
<b>Hours of Work:</b>	4- 4-6 hours per week

## General Scope of Duties

Under the direction of the TAG-MSU Macademics Coordinator, the Promotions Executive is responsible for the promotion of all TAG-MSU Macademics events to the McMaster community in a professional manner. The Promotions Executive is also solely responsible for liaising with the University to promote the McMaster course evaluations period. The Promotions Executive will assist the Coordinator in day-to-day actions and responsibilities, and will explore opportunities to expand the awareness and scope of the Teaching Awards CommitteeMSU Macademics.

## Major Duties and Responsibilities

Category	Percent	Specifics
Communications Function	30%	<ul style="list-style-type: none"> <li>Works closely with <u>TAG</u> Coordinator <u>and the Research and Resources Coordinator</u> to build and maintain partnerships with other like-minded organizations including but not limited to: the McMaster Institute for Innovation and Excellence in Teaching and Learning (MIETL), the Graduate Student Association, <u>the McMaster Association of Part-Time Students</u>, <u>Student Success Centre</u> and Faculty Societies.</li> <li>Maintain strong communication with the <u>TAG-MSU Macademics</u> Coordinator, executives, and <u>committee-members volunteers</u></li> <li>Communicate with Underground Media + Design on a regular basis to ensure materials being produced are what is wanted and needed</li> <li><u>Aid the Coordinator and executives in other promotion and advertising initiatives</u></li> </ul>
Financial & Budgeting Function	5%	<ul style="list-style-type: none"> <li>Work with the <u>TAG</u> Coordinator to ensure that promotional budgets align with the service budget</li> <li>Retain financial information to receive reimbursement from the <u>TAG</u> Coordinator</li> <li>Ensure all costs remain within the allocated budget and</li> </ul>

Advertising & Promotions Function	50%	<p>inform the <del>TAG</del> Coordinator of all expenditures</p> <ul style="list-style-type: none"> <li>▪ Aid the Coordinator in understanding MSU Macademic's promotional needs</li> <li>▪ Aid the <del>TAG</del> Coordinator in keeping the website up to date</li> <li>▪ Assist in managing the MSU Macademics social media accounts in terms of posting content and responding to online feedback</li> <li>▪ Promote the events and initiatives of the Teaching Awards Committee <u>in collaboration with the Teaching Awards Committee Coordinator</u></li> <li>▪ <u>Promote the MSU Course Wiki in collaboration with the Course Wiki Coordinator</u></li> <li>▪ <u>Promote MSU Macademics academic resources</u></li> <li>▪ Ensure that any and all promotional material produced follows the MSU Visual Identity Guide and are primarily created by the Underground Media + Design</li> <li>▪ <u>Assist with the creation of a promotional plan for any <del>TAG</del> MSU Macademics campaign or events</u></li> <li>▪ Ensure that proper audiences are targeted in any promotional campaigns</li> <li>▪ <del>Create promotional content before each Nomination period, before the ceremony, and after the ceremony</del></li> <li>▪ Responsible for submitting all advertisements to be circulated through various MSU channels, including but not limited to <i>The Silhouette</i>, the MSU webpage, and the campus screens network</li> <li>▪ <u>Maintain an active presence in related social media groups to ensure awareness of the service</u></li> </ul>
Other	15%	<ul style="list-style-type: none"> <li>▪ <del>Attend all committee meetings</del></li> <li>▪ <del>In collaboration with the TAG Coordinator, explore avenues to expand the service/committee including but not limited to: creating new awards, expanding existing awards, and examining the creation/maintenance of best practices workshops</del></li> <li>▪ Other duties as assigned by the <del>TAG</del> Coordinator</li> <li>▪ <u>Attend executive meetings as scheduled</u></li> <li>▪ Provide feedback on the service</li> </ul>

### Knowledge, Skills and Abilities

- Must have organizational skills and the ability to plan ahead as all deadlines for promotional materials and expansion of awards must happen well before nomination and evaluation periods
- Must be able to effectively communicate over email, phone and in person
- Public relations skills
- Creativity

### Effort & Responsibility

- Responsibility to attend all committee meetings
- Effort required to think creatively
- Establish and maintain professional connections with on campus groups
- Responsible for maintaining an appropriate and positive image of the MSU

### **Working Conditions**

- Most work can be accomplished from the MSU committee room
- Other spaces may include on-campus offices for in person meetings
- Atmosphere is friendly and collaborative
- Time demands may exceed stated hours of work

### **Training and Experience**

- Graphic design experience is an asset including but not limited to Photoshop and InDesign
- Prior experience with social media management is an asset
- ~~Previous experience with MIETL is an asset~~
- Necessary training will be provided

### **Equipment**

- Personal computer