**Position Title:** Shinerama & Terry Fox Campaign Shinerama Coordinator

**Term of Office:** April-May 1 to September-October 31

**Supervisor:** Executive Board through the Vice President (Administration)

**Remuneration:** Refer to MSU OPERATING POLICY 2.2 - EMPLOYMENT (WAGES)

**Hours of Work:**
- 20 hours per week (summer)
- 5 hours per week (September 1 – October 31) Under Review

### General Scope of Duties

The Shinerama/Terry Fox Campaign Shinerama Coordinator is responsible for planning, promoting and executing the McMaster Shinerama and Terry Fox campaigns, including but not limited to summer fundraising events and Welcome Week Shinerama fundraising, and the Terry Fox Run.

### Major Duties and Responsibilities

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<th>Category</th>
<th>Percent</th>
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| Supervisory Function      | 15%     | ▪ Responsible for the recruitment, training and supervision of all Shinerama Coordinator-executive members and volunteer positions  
▪ Oversee all Shinerama and Terry Fox Campaign work and implement new initiatives  
▪ Delegate tasks to and supervise volunteers in preparation for and during fundraising events. |
| Financial & Budgeting Function | 20%     | ▪ Work with the Vice-President (Finance) to meet the financial needs of the campaign(s)  
▪ Prepare Purchase Orders (POs) and Standing Orders as required, reviewing the Shinerama/Terry Fox Bill Folder weekly.  
▪ Maintain constant communication with the Vice-President (Finance) on financial matters, including undergoing a budget review process  
▪ Review the general ledger entries and monthly statements to ensure transactions have been properly recorded  
▪ Maintain proper records of POs and transactions  
▪ Coordinate counting and organizing of donated money  
▪ Ensure donated money is stored in a secure location  
▪ Ensure at minimum one Coordinator and two volunteers |
are present while counting donated money at any given time
- Ensure donated money is allocated to the appropriate campaign and tax receipts are distributed as requested

### Communications Function 30%
- Attend the National and Regional Shinerama conferences
- Prepare for submission to the EB a detailed year plan (summer) and two reports
- Work with residences, faculty societies, SOCS, the MaroonsIRC and the Student Success Centre to coordinate charity activities during Welcome Week (Shinerama) and the Terry Fox Run
- Keep volunteers updated on all activities
- Attend Welcome Week planning meetings as required
- Participate in Part-Time Manager meetings
- Ensure website is and social media networks are updated regularly

### Advertising & Promotions Function 10%
- Promote the campaigns (and their causes) to prospective and new members of the McMaster community (and their families) during various events, including participation at Clubsfest, Welcome Day, and Welcome Week
- Promote events as required, using a variety of mediums, including but not limited to print and digital media
- Utilize the appropriate MSU departments to promote the Shinerama and Terry Fox Campaigns and other events on campus, including The Silhouette, campus screens network, and the MSU webpage (i.e. The Silhouette, CFMU, MSU Almanac, Underground Media & Design, Compass Information Centre, etc.)
- Ensure that any and all promotional material produced follows the MSU Visual Identity Guide and is primarily created by the Underground Media + Design

### Fundraising Function 20%
- Develop and implement new fundraising initiatives within the Shinerama and Terry Fox Campaigns both on and off campus
- Create a network of contacts to ensure fundraising efforts in future years continue
- Ensure volunteers are properly trained in appropriate fundraising methods

### Other 5%
- Participate in a performance evaluation process set out by the Vice-President (Administration)
- Responsible for other duties as assigned by the Vice-President (Administration)
- Participate in transition with the outgoing Shinerama/Terry Fox Campaign Coordinator and provide transition for the incoming Shinerama/Terry Fox Campaign Coordinator

### Knowledge, Skills and Abilities
- Organizational and time management skills required
- Leadership skills to coordinate the volunteers and fundraising efforts
- Problem solving under stressful conditions
Communication skills to consult with and gain the support of campus groups and local businesses
Knowledge of campus, residences, and off campus options for promotions
Supervisory skills required to manage people and delegate tasks effectively to volunteers

**Effort & Responsibility**
- Demanding hours of work required preceding and during events
- Judgment required to make financial decisions
- Communication with campus organizations, residences, university services, and the community as well as external organizations
- Responsible for maintaining an appropriate and positive image of the MSU

**Working Conditions**
- Time demands may exceed stated hours of work
- Work is performed in a shared office

**Training and Experience**
- Previous involvement with fundraising initiatives is an asset
- Experience volunteering for Shinerama Campaigns and/or Terry Fox in the past is an asset
- Participation in the annual MSU Management Trainings required (provided)

**Equipment**
- Shared Meridian telephone with voicemail
- Shared computer in a shared office