JOB DESCRIPTION

Position Title: Horizons Publications Media and Design Coordinator

Term of Office: March 1 to August 30

Supervisor: Horizons Coordinator

Remuneration: Volunteer position

Hours of Work: 3-5 hours per week (minimum) with hours of work increasing as the event date approaches

General Scope of Duties

The Publications Media and Design Coordinator is responsible for designing and creating all media and publications required for the Horizons Conference for incoming first year students, in conjunction with the Horizons Planning Team. The Media and Design Coordinator will also co-lead the creation of a promotional plan for the Horizons Conference in conjunction with the Outreach and Horizons Coordinators.

Major Duties and Responsibilities

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
<th>Specifics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisory Function</td>
<td>10%</td>
<td>• Assist the Coordinator with selection and training of volunteers</td>
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<td></td>
<td></td>
<td>• Contribute to the management of the Special Errands Team (SET) during the conference</td>
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<tr>
<td>Volunteer Management</td>
<td>20%</td>
<td>• Assist the Coordinator with selection and training of the Media Special Events Team (MSET)</td>
</tr>
<tr>
<td>Function</td>
<td></td>
<td>• Manage the Media Special Events Team during the conference</td>
</tr>
<tr>
<td>Financial &amp; Budgeting</td>
<td>10%</td>
<td>• Research items needed for events proposed and present it to the Coordinator</td>
</tr>
<tr>
<td>Function</td>
<td></td>
<td>• Work closely with Coordinator and Outreach Coordinator to determine the cost for any and all related promotional materials</td>
</tr>
<tr>
<td>Communications Function</td>
<td>20%</td>
<td>• Work closely with the MSU Underground Media + Design to develop any and all publication materials</td>
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<td></td>
<td>• Work with the MSU Communications Officer to utilize the MSU Visual Identity Guide when developing any and all publication and promotional materials</td>
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<td>• Assist in the promotions for staff and delegate</td>
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</table>
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<table>
<thead>
<tr>
<th>Function</th>
<th>%</th>
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<tbody>
<tr>
<td>Communications</td>
<td>10</td>
</tr>
<tr>
<td>Design</td>
<td>40</td>
</tr>
<tr>
<td>Other</td>
<td>70</td>
</tr>
</tbody>
</table>

### Communications Function
- Submit proposed publications to the Horizons Planning Team
- Attend all Horizons Planning Team meetings
- Work closely with the MSU Underground Media & Design to develop any and all publication materials
- Utilize the MSU Style Guide when developing any and all publication and promotional materials
- Work closely with other Planning Team members to develop necessary materials
- Work with the other Planning Team members to plan and conduct the volunteer application and interview process

### Design Function
- Aid the Outreach Coordinator alongside the Coordinator in creating promotional and advertising materials
- Submit proposed publications to the Horizons Coordinator
- Develop and design any and all conference promotional material, including but not limited to, online communication, brochures, and flyers
- Develop the Horizons Delegate Manual in collaboration with the Sessions Coordinator
- Develop other printed materials as needed (e.g. name tags, certificates, etc)

### Other
- Develop and design any and all conference promotional material, including but not limited to, online communication, brochures, and flyers
- Update and maintain the Horizons website on the MSU website
- Develop the Horizons Delegate Manual in collaboration with the Sessions Coordinator
- Develop other printed material as needed (i.e. name tags, certificates, etc)
- Attend all Planning Team meetings
- Work with the other Planning Team members to plan and conduct the volunteer application and interview process
- Regularly update the transition report throughout the duration of conference planning. To be completed post conference
- Complete other tasks as assigned by the Coordinator

### Knowledge, Skills and Abilities
- Organization and time management skills
- Problem solving under stressful conditions
- Knowledge of the McMaster campus
- Creativity
- Teamwork
- Communication skills

### Effort & Responsibility
- Effort to think creatively
- Effort to design and implement promotional campaigns
- Effort required to concentrate on design creation
Attention to detail

Responsible for the overall success of the conference

The Media and Design Coordinator is expected to be a positive role model during the conference and beyond, maintaining professionalism with all delegates.

Working Conditions

Time demands may exceed stated hours of work

Most work can be completed in a shared office

Training and Experience

Experience with previous/other leadership conferences

Graphic design experience is required

Experience with marketing and promotions is an asset

Experience with team leadership is an asset

Additional required training will be provided by the Horizons Coordinator

Experience with Photoshop or other design tools is an asset

Equipment

Extensive computer software and internet use

Shared workstation