**Position Title:** Horizons Outreach 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 Outreach Coordinator is responsible for the promotion of the Horizons Conference to reach our delegate registration targets. The Outreach Coordinator will also co-lead the creation of a promotional plan for the Horizons Conference in conjunction with the Media and Design Coordinator and Horizons Coordinator. The Outreach Coordinator will be responsible for coordinating the promotions for all Horizons events. This position will transition into a Leadership Developer (LD) for the conference weekend.

**Major Duties and Responsibilities**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
<th>Specifics</th>
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</table>
| Communication Function          | 30%     | ▪ Create a delegate recruitment strategy  
▪ Aid the Horizons Coordinator in understanding the conference’s promotional needs  
▪ Work with McMaster’s recruitment office to promote delegate registration to incoming first years students  
▪ Create connections with the McMaster Recruitment Office for the promotion of the Horizons conference  
▪ Work with the Media and Design Coordinator to have promotional tools designed  
▪ Assist in the promotions for staff and delegate recruitment for the Horizons Conference  
▪ Work with the other Planning Team members to plan and conduct the volunteer application and interview process |
| Leadership & Facilitation       | 30%     | ▪ Lead breakout sessions for groups of 10-12 delegates during conference weekend  
▪ Foster the development of leadership skills in others  
▪ Sensitively respond to student issues and concerns  
▪ Establish and maintain an environment that is conducive of personal development and ensures that delegates feel |
safe and secure
- Actively mediate conflict in a holistic manner
- Collaborate with co-LDs prior to the conference weekend to plan a group theme and session room decorations
- Collaborate with co-LDs prior to the conference weekend to contact delegates and welcome them to the Horizons conference

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>Advertising &amp; Promotions</td>
<td>30%</td>
<td>- Create a promotional plan for volunteer recruitment for the Planning Team</td>
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<td>- Coordinate the promotion of the Horizons Conference at May at Mac to incoming first year students</td>
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<td>- Assist the Horizons Coordinator with managing social media accounts</td>
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<td>- Aid the Coordinator in updating and maintaining the Horizons pages on the MSU website</td>
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<tr>
<td>Financial &amp; Budgeting</td>
<td>5%</td>
<td>- Work closely with Coordinator and Outreach Coordinator to determine the cost for any and all related promotional materials</td>
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<td>Other</td>
<td>5%</td>
<td>- Attend all Planning Team meetings</td>
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<td>- Regularly update the transition report throughout the duration of conference planning. To be completed post-conference.</td>
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<td>- Other tasks as assigned by the Coordinator</td>
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Knowledge, Skills and Abilities
- Organization and time management skills
- Strong written and verbal communication skills
- Strong interpersonal and communication skills to foster positive relationships with delegates
- Excellent speaking, listening, and facilitation skills
- Sensitivity to diverse lived experiences from a wide range of backgrounds
- Approachability and accessibility to student needs and concerns
- Ability to recognize and respond effectively to delegate concerns
- Experience in conflict mediation is an asset

Effort & Responsibility
- Effort to required to think creatively
- Effort required to design and implement promotional campaigns
- Attention to detail
- Responsible for the overall success of the conference
- Expected to interact closely with other conference staff and youth delegates
- The Outreach 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 marketing and promotions is an asset
- Prior experience with social media management is an asset
- Experience with design software is an asset
Experience with previous or other leadership conferences is an asset.
Previous leadership or mentorship experience is an asset but not required.
Additional required training will be provided by the Horizons Coordinator.

**Equipment**
- Extensive internet use
- Shared workstation