JOB DESCRIPTION

~~Hourly~~ Part Time Staff

Position Title:	**Public Relations Assistant**
Term of Office:	~~Last week of~~ August 1 to April 30
Supervisor:	Marketing & Communications Director
Remuneration:	~~Refer to MSU OPERATING POLICY 2.2 - EMPLOYMENT (WAGES)~~B2
Hours of Work:	~~10 hours per week~~ 6-8 hours per week

General Scope of Duties

The Public Relations Assistant is responsible for providing communications support by promoting MSU events and activities and increasing awareness of the MSU as a whole. Under the direction of the Marketing & Communications Director (MCD), the PR Assistant will contribute to internal and external publication/communications of the MSU including regular updates to the MSU website and editing the layout of the weekly President's Page. Additionally, the PR Assistant offers ideas and support to the Board of Directors and Marketing & Communications Department during weekly meetings. ~~, developing some MSU advertising for the Silhouette, developing MSU promotional material, photography and reporting on MSU events and services for promotional purposes, and assisting MSU media relations as necessary.~~

Major Duties and Responsibilities

Category	Percent	Specifics
Communications Function	~~65~~60%	▪ Report on~~, photograph, or videotape~~ events and services for promotional purposes and for use in MSU media including the MSU website and ~~MSU publications~~other MSU social media channels ▪ Responsible for contributing story and promotional ideas ▪ Working with department managers and the MCD, obtain background information and details for news stories ~~, responsible for ensuring website is accurate and up-to-date~~ ~~▪ Assist in developing press releases~~ ~~▪ Communicate with relevant media~~ ▪ Request information from points of contact for news stories ▪ Follow up on information, get sound bites approved, etc. ▪ Write engaging news stories for the MSU website ▪ Reports to MCD through regular meetings and reports

Approved EB 05-11
Revised EB 12-09

President's Page	30%	▪ Conduct a detailed edit of the text ▪ Arrange the layout using Adobe InDesign
~~Advertising & Promotions Function~~	~~30 %~~	~~▪ Contribute text to MSU publications such as brochures, mail outs, and other promotional items~~ ~~▪ Develop a bulletin board strategy for MSU bulletin boards in the MUSC and update them regularly~~
Other	~~5~~10%	~~▪ Other activities/responsibilities as directed by the supervisor~~ ▪ Attend weekly meetings with the communications team and Board of Directors ▪ Participate in discussions over updates from the week and future communications efforts ▪ Plan for articles and President's Page for the week

Knowledge, Skills and Abilities

- Excellent writing skills
- ~~Basic familiarity with digital photography and digital video~~
- Knowledge of students' academic and non-academic concerns
- Knowledge of McMaster Students Union
- Inter-personal skills required in order to set up interviews, and to interview a wide variety of people
- Creativity required in order to develop story ideas and public relations campaigns
- Ability to proofread and edit

Effort & Responsibility

- Ability to work quickly and efficiently
- Responsible for ensuring MSU promotional information is accurate and up-to-date

Working Conditions

- Hours of work are variable

Training and Experience

- Previous experience writing for publication including web and/or newspaper experience is an asset
- Previous involvement in promotional activities coordination is an asset
- Demonstrated knowledge and experience using InDesign is required

Equipment

- ~~Shared use of computer in Committee Room~~
- ~~Shared storage cupboard (with key) and set of drawers for files (with key)~~
- ~~Shared telephone and extension with committee voicemail box~~
- Shared computer