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|  | JOB DESCRIPTION  Volunteer |

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| **Position Title:** | **WGEN Promotions Executive** |
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| **Term of Office:** | May 1 – April 30 |
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| **Supervisor:** | Women and Gender Equity Network (WGEN) Coordinator |
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| **Remuneration:** | Volunteer |
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| **Hours of Work:** | 4 to 6 hours per week |

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| **General Scope of Duties** |
| The Promotions Executive will be responsible for the promotion of WGEN events to the McMaster community in a professional manner. The Promotions Executive is responsible for the creation of these promotional materials as well as the creation of promotional plans for WGEN events in partnership with the Coordinator, other Executives, and Underground Media + Design. The Promotions Executive will work closely with the WGEN Coordinator to ensure effective promotions for all events. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| Communications Function | 30% | * Aid the Coordinator in understanding WGEN’s promotional needs * Aid the Coordinator and executives in other promotion and advertising initiatives * Ensure that proper audiences are targeted in any promotional campaigns * Responsible for choosing the modes of communication for promotional activities * Respond to general inquiries * Communicate with Underground Media + Design on a regular basis to ensure materials being produced are what is wanted and needed * Maintain strong communication with the WGEN Coordinator, fellow executives, and volunteers |
| Financial & Budgeting Function | 5% | * Work with the WGEN Coordinator to ensure that promotional budgets align with the service budget * Retain financial information to receive reimbursement from the Coordinator |
| Advertising & Promotions Function | 60% | * Aid the Coordinator in keeping the website up to date * Ensure all promotions of WGEN are accessible * Promote the events, initiatives, and collaborations of the WGEN community at McMaster and surrounding Hamilton area * Ensure that any and all promotional material produced by WGEN follows the MSU Visual Identity Guide and are primarily created by the Underground Media + Design * Work with WGEN executive to ensure messages are clear and representative of WGEN ideals * Develop a promotional plan for any WGEN events * Responsible for the development of both print and online promotional material for WGEN * Coordinate a consistent brand for all WGEN material * Maintain an active presence in related social media groups to ensure awareness of the service |
| Other | 5% | * Other duties as assigned by the WGEN Coordinator * Provide feedback on the service * Attend executive meetings as scheduled * Be an active member of the WGEN community |

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| **Knowledge, Skills and Abilities** |
| * Awareness and understanding of topics associated with WGEN ( i.e. transphobia, racism, sexism, ableism, and human rights, heterosexism, cissexism, heteronormativity, intersecting oppressions and invisible privilege, sexual assault). * Confidence and ability to challenge dominant views * Organizational and time management skills * Interpersonal skills * Communication skills * Public relations skills, experience in advertising * Creativity |

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| **Effort & Responsibility** |
| * Effort required to think creatively * Effort required to design and implement promotional campaigns * Establish and maintain professional connections on and off campus * Maintain confidentiality of all individuals accessing the WGEN |

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| **Working Conditions** |
| * Time demands may exceed stated hours of work * Most work can be completed in a shared office space |

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| **Training and Experience** |
| * Graphic design experience is an asset * Necessary training will be provided |

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| **Equipment** |
| * Personal computer |