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|  | JOB DESCRIPTIONFull Time StaffStudent Opportunity Staff |

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| **Position Title:** | **Communications Officer** |
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| **Term of Office:** | May 1 – April 30 |
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| **Supervisor:** | Board of Directors through the Marketing & Communications Director |
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| **Remuneration:** | Refer to MSU Employment Policy for Full Time Employees |
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| **Hours of Work:** | 35 hours per week |

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| **General Scope of Duties** |
| Reporting to the Marketing & Communications Director (MCD), the Communications Officer (CO) will be responsible for facilitating all marketing and communication for the McMaster Students Union (MSU). The Officer will act as a resource for the Board of Directors and General Manager in completing their marketing, public relations and communication goals. In addition, the CO will serve as a resource for all areas of the organization. The CO will work laterally with all persons responsible for promotion to ensure that the goals of the organization are being achieved in promotional and campaign materials. The successful applicant will be highly motivated to work in a fast paced environment, be extremely organized, detail oriented, have strong interpersonal skills and excellent time management skills.Recognizing that the functions of communications and marketing encompass a broad and wide variety of roles and responsibilities, it is important to note that not all functions are contained within this definition, and the positions itself should be ever changing and adaptive to best meet the needs of the MSU. Specific roles and responsibilities allocated to the Communications Officer include, but are not limited, to the following: |

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| **Major Duties and Responsibilities** |
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| **Category** | **Percent** | **Specifics** |
| Operational Function  | 15% | * Possess a working knowledge of the various functions of the MSU;
* Develop, coordinate, and promote corporate identity image and visual standards and increase brand awareness and positive recognition of the MSU; in conjunction with the MCD
* Act as a marketing and communications consultant for all levels of the MSU.
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| Marketing, Promotions & Public Relations Function  | 30% | * At the direction of the MCD, develop, maintain, and ensure compliance with a consistent image for the MSU through the use of logos, letterhead, etc;
* Assist in the development of all marketing, promotional, advertising, and publicity campaigns for the MSU;
* Assist the MCD and the Board of Directors in the development of public relations initiatives and press releases;
* Assist in the development of the submissions for the MSU President’s Page in *The Silhouette*.
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| Communications Function  | 30% | * Maintain and update content for the MSU website, and other duties, as seen fit;
* Assist in the development of changes to the website as necessary;
* Assist with the development of video concepts, scripts, and storyboards. Shoot, edit and publish video footage for the MSU as needed. Incorporate video into the marketing tactics of the MSU;
* Communicate with services and businesses to ensure that they are prepared and trained to utilize all MSU resources.
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| Service Support Function  | 15% | * Act as a resource for all services and businesses in coordinating promotions;
* Design, review, and edit design work on behalf of MSU service managers when required
* Ensure that all MSU services are following the Visual Identity Guide when publishing promotional materials, by connecting the appropriate executive members and/or service managers with the designers of Underground Media + Design;
* Ensure that all MSU services are utilizing the website and updating it properly and consistently;
* When necessary and at the discretion of the MCD, intervene to ensure that all promotions follow MSU guidelines.
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| **Knowledge, Skills and Abilities** |
| * Oral and written communication skills are essential
* High degree of proficiency with DSLR cameras, along with associated audio and light equipment as well as experience working with RAW images, particularly within Adobe Lightroom
* Strong graphic design skills are required, particularly within the Adobe Creative Suite, such as InDesign, Illustrator, and Photoshop
* Experience working with both print and web formats is an asset
* Strong video production skills are required, including a proficiency with video editing programs, such as After Effects and Premiere Pro
* Knowledge of professional techniques associated with marketing, event planning, promotions, and public relations.
* Strong organizational skills are required, as multiple tasks and activities will be required to be completed simultaneously.
* Strong leadership skills are required; while the position will not be supervising any staff directly they will be working in a team setting.
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| **Effort & Responsibility** |
| * Tasked with developing ideas and concepts for large promotional campaigns on campus.
* Expected to develop new ways to increase student interactions with business units
* Responsible for promoting a positive image of the McMaster Students Union with a cohesive visual identity
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| **Working Conditions** |
| * The job will likely not include any out of the ordinary physical tasks
* The position will not require any out of the ordinary fine motor skills.
* A core task of the job is photo/video editing, which may cause visual strain as materials produced must be very specific
* Must be able to cope with the multiple demands of the positions
* Work on the weekends is required occasionally
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| **Training and Experience** |
| * Expected completion of a post-secondary degree by June of the year the employee is hired is required
* A degree in marketing, communications, and/or multimedia is an asset
* Experience working in marketing, communications, or multimedia is considered an asset
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| **Equipment** |
| * Computer, fax machine, photocopier, telephone
* Access to graphic design software and video editing software
* DSLR cameras, with associated audio and lighting equipment
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