Volunteer

**Position Title:** Spark Promotions & Publications Coordinator

**Term of Office:** May 1 – April 30

**Supervisor:** Spark Coordinator

**Remuneration:** Volunteer

**Hours of Work:** 5 to 7 hours per week

**General Scope of Duties**

The Spark Promotions and Publications Coordinator is responsible for creating and implementing all promotional and publication materials related to the Spark program. Their goals will include informing and encouraging a diverse range of students to enroll in Spark, advertising opportunities and other items associated with the service, and generally building excitement and understanding of Spark across campus. The Promotions and Publications Coordinator will work closely with the Spark Coordinator and other executives to ensure effective promotional strategies are utilized for all events. They will be responsible for supporting the creation of multiple resources meant to empower and inform first-year students topics related to the first-year transition. The ideal candidate is organized, has design experience or skills, is comfortable interacting with students individually or in large groups, and has leadership skills.

### Major Duties and Responsibilities

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<th>Category</th>
<th>Percent</th>
<th>Specifics</th>
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| **Financial & Budgeting Function** | 5%      | - Work with the Spark Coordinator to ensure that promotional budgets align with the Spark service budget  
- Retain financial information to receive reimbursement from the Spark Coordinator  
- Ensure all costs remain within the allocated budget and inform the Spark Coordinator of all expenditures |
| **Communications Function**     | 20%     | - Aid the Spark Coordinator in understanding Spark’s promotional needs  
- Aid the Spark Coordinator and executives in promoting and advertising initiatives  
- Communicate with Underground Media + Design on a regular basis to ensure materials being produced are what is needed and wanted.  
- Maintain strong communication with the Spark Coordinator, fellow executives, and volunteers |
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<th>Function</th>
<th>Percentage</th>
<th>Responsibilities</th>
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| Advertising & Promotions       | 40%        | ▪ Create engaging and high-quality graphics that abide by the MSU Visual Identity Guide to promote awareness of the Spark program, including but not limited to, online media, posters, and banners using Underground Media + Design  
  ▪ Responsible for submitting all advertisements to be circulated through various MSU channels, including but not limited to *The Silhouette*, the MSU webpage, and the campus screens network  
  ▪ Create well thought-out promotional strategies to encourage registration in the program, as well as general awareness of Spark around campus  
  ▪ Spearhead all promotional campaigns surrounding any extra events affiliated with the Spark program outside of regular sessions  
  ▪ Maintain the Spark social media accounts in terms of posting and content and responding to online feedback  
  ▪ Aid the Spark Coordinator in keeping the website up to date |
| Publications                    | 30%        | ▪ Create 2-4 engaging and high-quality publications that abide by the MSU Visual Identity Guide to empower and support first-year students  
  ▪ Create promotional strategy for distribution of completed publications  
  ▪ Engage with and coordinate staff contributions to all publications  
  ▪ Recognize and address areas of need or insufficiency in the first-year transition |
| Other                           | 5%         | ▪ Other duties as assigned by the Spark Coordinator  
  ▪ Provide feedback on the service  
  ▪ Attend executive meetings as scheduled |

**Knowledge, Skills and Abilities**
- Strong time management and organizational skills
- Interpersonal and communications skills to foster positive relationships with students within and outside of Spark
- Artistic and creative skills
- Knowledge of Spark or other student mentorship programs is an asset
- Public relations skills

**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 students in the Spark program
- The Promotions & Publications Coordinator is expected to be a positive role model inside Spark and beyond, maintaining professionalism with all members of the program
- Ability to work within routine deadlines on a regular basis

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

- Previous leadership experience is an asset
- Graphic design experience is an asset
- Prior experience with social media management is an asset
- Training will be provided by the Spark Coordinator

Equipment

- Personal computer