



JOB DESCRIPTION

Volunteer

Position Title:	MSU Advocacy - Promotions Executive
Term of Office:	September 1- April 30
Supervisor:	Advocacy Coordinator
Remuneration:	Volunteer
Hours of Work:	4-6 hours per week

General Scope of Duties

The Promotions Executive is responsible for working with the Advocacy Coordinator to ensure that the MSU's advocacy efforts are visible to students both through social media, campaign tables and other mediums for advertising. The Promotions Executive is responsible for ensuring the creation of these promotional materials as well as the creation of promotional plans for all advocacy initiatives and opportunities. They will be responsible for promotional materials specific to the MSU Advocacy Pages, and assisting in communicating advocacy news and opportunities both internal and external to the MSU.

Major Duties and Responsibilities

Category	Percent	Specifics
Communications Function	40%	<ul style="list-style-type: none"> ▪ Aid the Advocacy Coordinator in understanding promotional needs for all campaigns and events ▪ Aid the Education Department in other promotion and advertising initiatives ▪ Work closely with the MSU Underground Media + Design to develop any and all printed promotional materials ▪ 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 Advocacy Coordinator, executives, and volunteers
Financial & Budgeting Function	5%	<ul style="list-style-type: none"> ▪ Work with the Advocacy Coordinator to ensure that promotional budgets align with the Education Team's budget ▪ Retain financial information to receive reimbursement from the Advocacy Coordinator ▪ Ensure all costs remain within the allocated budget and inform the Advocacy Coordinator of all expenditures
Advertising & Promotions Function	40%	<ul style="list-style-type: none"> ▪ Develop a promotional plan for any advocacy campaigns, events, or initiatives

		<ul style="list-style-type: none"> ▪ Ensure that proper audiences are targeted in any promotional campaigns ▪ Aid the Advocacy Coordinator in keeping the website up to date ▪ Maintain an active presence on social media and in related social media groups to ensure awareness of advocacy initiatives ▪ Ensure that any and all promotional material produced follows the MSU Visual Identity Guide and are primarily created by the Underground Media + Design ▪ Responsible for submitting all advertisements to be circulated through various MSU channels, including but not limited to <i>The Silhouette</i>, the MSU webpage, and the campus screens network ▪ Creating advertising and promotions schedules for MSU Advocacy social media accounts
Other	15%	<ul style="list-style-type: none"> ▪ Attend executive meetings as scheduled ▪ Other duties as assigned by the Advocacy Coordinator

Knowledge, Skills and Abilities

- Organizational and time management skills
- Strong communication and writing skills
- Interpersonal skills required to interact with students
- Ability to work in groups and individually
- Knowledge of post-secondary education issues in Canada is an asset

Effort & Responsibility

- Effort required to design and implement promotional campaigns
- Effort required to think creatively
- Establish and maintain professional connections with on campus groups
- Responsible for maintaining an appropriate and positive image of the MSU

Working Conditions

- Work in shared office
- Time demands may exceed stated hours of work

Training and Experience

- Social media management experience is an asset
- Experience in advertising is an asset
- Leadership experience
- Training will be provided

Equipment

- Personal computer