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| MSU-logo-2001 | JOB DESCRIPTION  Volunteer |

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| **Position Title:** | **Shinerama Promotions Coordinator** |
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| **Term of Office:** | April 1 – September 30 |
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| **Supervisor:** | Shinerama Campaign Coordinator |
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| **Remuneration:** | Volunteer position |
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| **Hours of Work:** | 10 hours per week (minimum) |

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| **General Scope of Duties** |
| Assist the Shinerama Campaign Coordinator with marketing and promotions of the Shinerama campaign and its events. Additionally, this person is in charge of managing Shinerama social media accounts Experience with social media management is an asset. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| Responsibilities | 100% | * Aid the Coordinator in understanding Shinerama’s promotional needs * Assist with development and implementation of marketing campaigns in the McMaster and Hamilton communities; * Manage all Shinerama social media accounts; * Respond to general inquires through social media * Responsible for choosing the modes of communication for promotional activities, including but not limited to video, Facebook, and twitter * Provide a transition report for the incoming Shinerama Promotions Coordinator; * Attend regular Exec meetings |

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| **Knowledge, Skills and Abilities** |
| * Organization and time management skills * Creativity to develop promotional plans * Strong communication skills * The ability to work well with others as a part of a team * Experience with video creation is an asset |

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| **Effort & Responsibility** |
| * Attention to detail * Responsible for promoting collaborative fundraising initiatives amongst MSU departments, especially clubs and services |

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| **Working Conditions** |
| * Time demands may exceed the hours stated, particularly during times preceding major events and activities * Most work can be performed in a shared workspace or from home |

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| **Training and Experience** |
| * Social Media management experience is an asset * Leadership and teamwork experience * Experience with marketing and promotions campaigns * Specific and further training will be provided |

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