



# JOB DESCRIPTION

Volunteer

<b>Position Title:</b>	<b>Shinerama and Terry Fox Marketing and Promotions Coordinator</b>
<b>Term of Office:</b>	May 1 – October 31
<b>Supervisor:</b>	Shinerama/Terry Fox Coordinator
<b>Remuneration:</b>	Volunteer position
<b>Hours of Work:</b>	10 hours per week (minimum)

## General Scope of Duties

Assist the Shinerama and Terry Fox Coordinator with marketing, publications and promotions of the Shinerama and Terry Fox events. Additionally, this person is in charge of managing Shinerama and Terry Fox social media accounts, and will work with the Shinerama and Terry Fox Coordinator in developing a sponsorship package. Skills in media design are recommended.

## Major Duties and Responsibilities

Category	Percent	Specifics
Responsibilities	100%	<ul style="list-style-type: none"> <li>▪ Assist coordinator with all events and programs;</li> <li>▪ Create posters, t-shirt design and advertisements for Shinerama and Terry Fox fundraisers;</li> <li>▪ Assist with development and implementation of marketing campaigns <u>in the McMaster and Hamilton communities;</u></li> <li>▪ Manage all Shinerama and Terry Fox social media accounts;</li> <li>▪ <del>Work alongside the Summer Events coordinator to promote events and fundraisers throughout the summer;</del></li> <li>▪ <del>Develop a sponsorship packages and help outreach to the community with the Sponsorship Coordinator, in line with the MSU Visual Identity Guide and utilizing the MSU Underground</del></li> <li>▪ <u>Provide a transition report for the incoming Shinerama and Terry Fox Marketing and Promotions Coordinator;</u></li> <li>▪ Attend regular Exec meetings</li> </ul>

## Knowledge, Skills and Abilities

- Organization and time management skills
- Creativity (use of Photo Shop / Publisher and other design programs is an asset)
- Strong communication skills
- The ability to work well with others as a part of a team

## Effort & Responsibility

- Attention to detail
- Responsible for increasing collaborative fundraising initiatives amongst MSU departments, especially clubs and services

### **Working Conditions**

- Time demands may exceed the hours stated, particularly during times preceding major events and activities
- Office space is shared

### **Training and Experience**

- Experience creating posters and advertisements for campaigns
- Leadership and teamwork experience
- Experience with marketing and promotions campaigns
- Specific and further training will be provided

### **Equipment**

- Shared computer
- Telephone
- Fax machine