



# JOB DESCRIPTION

Volunteer

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|------------------------|---|
| <b>Position Title:</b> | <b>SHEC Executive: Promotions Chair</b> |
| <b>Term of Office:</b> | September 1 to April 30                 |
| <b>Supervisor:</b>     | SHEC Coordinator                        |
| <b>Remuneration:</b>   | Volunteer Position                      |
| <b>Hours of Work:</b>  | 4-6 hours/week                          |

## General Scope of Duties

The Promotions Executive is responsible for working with the designers at Underground to design all promotional material for SHEC, including events, campaigns and other promotional material. The Promotions Executive leads a committee of 3-4 SHEC volunteers.

## Major Duties and Responsibilities

| Category                          | Percent | Specifics   |
|-----------------------------------|---------|---|
| Supervisory Function              | 10%     | <ul style="list-style-type: none"> <li>Organize and lead regularly scheduled committee meetings</li> <li>Ensure their committee members are well informed of the activities of the committee, are taking an active role in the committee work, and are disciplined appropriately when necessary</li> </ul>  |
| Financial & Budgeting Function    | 5%      | <ul style="list-style-type: none"> <li>Retain financial information <u>to receive reimbursement from the Coordinator</u></li> <li>Inform Coordinator of <u>any and</u> all potential expenses related to the Committee</li> <li><u>Develop a budget for their committee alongside the Coordinator</u></li> </ul>  |
| Communications Function           | 20%     | <ul style="list-style-type: none"> <li>Communicate regularly with committees to ensure promotional material being developed is what committee wants</li> <li>Communicate with Underground on a regular basis to ensure materials produced are what is wanted/needed</li> <li><u>Maintain strong communication with Coordinator and Executives</u></li> </ul>  |
| Advertising & Promotions Function | 55%     | <ul style="list-style-type: none"> <li><u>Ensure that any and all promotional materials produced by SHEC follows the MSU Visual Identity Guide and primarily created by the Underground</u></li> <li>Responsible for planning, organizing and implementing <u>one</u> general SHEC promotional campaign per academic year (choosing one aspect/service/theme of SHEC to promote)</li> <li>Responsible for promoting the events of the various committees</li> <li>Responsible for submitting all advertisements to <u>be circulated through various MSU channels, including</u> the Silhouette, Underground, and the MSU Webpage</li> <li>Work closely with other committees and volunteers to co-</li> </ul> |

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|       |     | ordinate appropriate promotional campaigns for programs and events held by other committees   |
| Other | 10% | <ul style="list-style-type: none"> <li>▪ Fulfill one volunteer shift in the office per week</li> <li>▪ Be available for office hours twice a week</li> <li>▪ <u>Attend all executive meetings</u></li> <li>▪ <u>Participate in transition with the outgoing Promotions Chair and provide transition for the incoming Promotions Chair</u></li> <li>▪ Responsible for completing year-end transition report in a timely manner</li> <li>▪ Participate in various SHEC-wide campaigns</li> <li>▪ Be available to take supporting shifts if necessary</li> </ul> |

**Knowledge, Skills and Abilities**

- Awareness of SHEC’s realm when considering volunteer and health organizations for potential collaborations
- Knowledge of related health resources on and off campus
- Very good organizational and time management skills
- Leadership and motivational skills to effectively delegate and direct a committee
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- Artistic and creative 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

**Working Conditions**

- The SHEC Office

**Training and Experience**

- Past experience with SHEC preferred
- Attendance at Executive Trainings in fall
- Attendance at September and January trainings, as well as mandatory monthly trainings

**Equipment**

- Personal Computer