



# Memorandum

---

TO:	Members of the Executive Board
FROM:	Kristina Weatherbee, Maroons Coordinator
SUBJECT:	Job Description Updates: Public Relations and Promotions Executive
DATE:	Wednesday, February 11, 2015

---

For the upcoming hiring of the 2015-2016 Maroons Executive Team, I would like to request that the Job Description for the Public Relations/Promotions Executive be separated into two separate Job Descriptions. Currently, individuals have the opportunity to apply for three different positions on the Maroons Executive Team – Athletic Exec, Social Exec, and Public Relations/Promotions Exec. Two individuals are usually hired for each position and work together throughout the year to carry out the responsibilities as outlined in their respective Job Descriptions.

In regards to Public Relations/Promotions Exec, it is common that from the two individuals hired, one is designated as the Public Relations Exec (in charge of social media updates, promo plans, etc.) and one is designated as the Promotions Exec (responsible for designing promotional materials, etc.) Although they are considered to hold the same position, their roles are very different and they are hired based on separate sets of skills. When interviewing candidates for this position, candidates are asked to prepare a project based on the side of the position that they are applying for. For example, if they are interested in the design side, they are asked to design a cover photo and profile picture for an event, and if they are interested in the PR side, they are asked to develop a promo plan for an event using social media outlets. I find there is also sometimes confusion among people interested in applying for these exec positions because it is often assumed that design experience is required, although the PR Exec does not do any designing. While these two exec members are there to help and support one another, there is not much over lap in their respective positions, especially in comparison to the Athletic and Social positions.

I believe that creating separate Job Descriptions for these positions both makes sense, and will lead to a greater pool of candidates to select from.