



Memorandum

From the office of the...

SCSN Director

TO: Executive Board
FROM: Daymon Oliveros (SCSN Director)
SUBJECT: Promotions Coordinator – Job Description and Operating Policy
DATE: August 4, 2015

Dear Executive Board,

The Promotions Coordinator role used to be known as the Newsletter and Promotions Coordinator role. The role was discontinued during the 2014-2015 school year after it was decided that the role was unneeded as the newsletter stopped being circulated. However, after a review by last year's Services Committee, a few of the major recommendations involved better promotions of the SCSN's external efforts – including our "Discover Your City" brand, and the "Leavin' The Nest" workshop. With these recommendations in mind, the former Director (Joshua Patel) recommended that I bring the position back to aid the service's promotional efforts.

In terms of remuneration, the Promotions Coordinator role receives none, as it is a volunteer role. This might seem problematic as the rest of the SCSN's staff is paid. As such, I will be mindful of this when considering volunteer recognition as it would be extremely important for the Promotions Coordinator to feel just as valued as the rest of the SCSN team.

With regard to their role and responsibilities, the Promotions Coordinator role will be primarily responsible for promoting the SCSN. Since May 1st, I've noticed that the SCSN is viewed as a positive entity in the eyes of community members, McMaster's PR department, and the City of Hamilton. However, plenty of work still needs to be done in terms of increasing the service's visibility in the eyes of MSU members. If our primary goal is to connect students to the greater Hamilton community, then we should be promoting ourselves (and Hamilton) so people know about us, and what the city has to offer!

If you have any questions, don't hesitate to ask.

Best,
Daymon Oliveros

SCSN Director
McMaster Students Union
scsn@msu.mcmaster.ca