



JOB DESCRIPTION

Volunteer

Position Title:	Student Health Education Centre (SHEC) Executive: Promotions
Term of Office:	September 1 to April 30
Supervisor:	SHEC Coordinator
Remuneration:	Volunteer
Hours of Work:	4 to 6 hours per week

General Scope of Duties

The Promotions executive is responsible for [the promotion of SHEC events to the McMaster community in a professional manner. The Promotions executive is responsible for coordinating the creation of all promotional materials working with the designers at Underground Media + Design to design all promotional material for SHEC, including events, campaigns and other promotional material. The Promotions executive will work closely with the SHEC Coordinator to ensure effective promotions for all events.](#) The Promotions executive leads a committee of 3-4 SHEC volunteers.

Major Duties and Responsibilities

Category	Percent	Specifics
Scheduling Function	10%	<ul style="list-style-type: none"> Organize and lead regularly scheduled committee meetings 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 [s1]
Financial & Budgeting Function	5%	<ul style="list-style-type: none"> Work with the SHEC Coordinator to ensure that promotional budgets align with the service budget Inform Coordinator of any and all potential expenses related to the committee Retain financial information to receive reimbursement from the Coordinator Develop a budget for the committee alongside the Coordinator [jb2]
Communications Function	20% [jb3]	<ul style="list-style-type: none"> Aid the Coordinator in understanding SHEC's promotional needs Aid the Coordinator and executives in other promotion and advertising initiatives Ensure that proper audiences are targeted in any promotional campaigns

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		<ul style="list-style-type: none"> ▪ Responsible for choosing the modes of communication for promotional activities ▪ Communicate regularly with committees to ensure promotional material being developed is what the committee wants ▪ Communicate with Underground Media + Design on a regular basis to ensure materials being produced are what is wanted and needed ▪ Maintain strong communication with Coordinator, fellow executives and volunteers ▪ Compile the SHEC Volunteer Newsletter (3 editions suggested: one in the summer to welcome new volunteers and introduce the executive, term one wrap-up edition and end of the year wrap-up) ▪ Contact the appropriate groups to book rooms, MUSC space, banner space, etc.^[jb4]
<p>Advertising & Promotions Function^[jb5]</p>	<p>55%</p>	<ul style="list-style-type: none"> ▪ Ensure that any and all promotional materials produced by SHEC follows the MSU Visual Identity Guide and is primarily created by the Underground Media + Design ▪ Responsible for planning, organizing and implementing one general SHEC promotional campaign per academic year (choosing one aspect / service / theme of SHEC to promote) ▪ Responsible for promoting the events of the various committees ▪ Responsible for submitting all advertisements to be circulated through various MSU channels, including <i>The Silhouette</i>, Underground, and the MSU webpage, and the campus screens network ▪ Work closely with other committees and volunteers to coordinate appropriate promotional campaigns for programs and events held by other committees ▪ Contact the appropriate groups to book rooms, MUSC space, banner space, etc.
<p>Other</p>	<p>10%</p>	<ul style="list-style-type: none"> ▪ Other duties as assigned by the SHEC Coordinator ▪ Fulfill one volunteer shift in the office per week ▪ Be available for office hours twice a week ▪ Be available to take supporting shifts if necessary ▪ Attend all executive and volunteer trainings and meetings ▪ Attend all executive meetings ▪ Participate in transition with the outgoing Promotions executive and provide transition for the incoming Promotions executive ▪ Responsible for completing a year-end transition report in a timely manner ▪ Participate in various SHEC-wide campaigns ▪ Be an active member of the SHEC Community ▪ Be available to take supporting shifts if necessary

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
- Interpersonal and communication skills to foster positive relationships within and outside of SHEC
- Very good organizational and time management skills
- 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
- Maintain confidentiality of all individuals accessing SHEC services

Working Conditions

- Most work can be completed in a shared office space
- Time demands may exceed stated hours of work

Training and Experience

- Past experience with SHEC ~~preferred is an asset~~
- Graphic design experience is an asset
- Necessary training will be provided
- ~~Attendance at SHEC executive training in the fall~~
- ~~Attendance at September and January volunteer trainings, as well as mandatory monthly trainings~~

Equipment

- Personal computer