VOLUNTEER POSITION DESCRIPTION

Director Marketing & Communications

**QSA Mission:** The Queen’s Student Alumni Association is a student-run organization whose mission is to prepare students for success by connecting them to their future lives as engaged Queen’s alumni. It achieves this by offering current students the opportunity to hear, network, and connect with Queen’s alumni, and by providing them with outside-the-classroom skill development.

**Volunteer Position Summary & Purpose**
As a member of the Queen’s Student Alumni Association (QSA) Leadership Team, the Director Marketing & Communications will be responsible for the branding, promoting, and amplifying of the QSA mission, and increasing the visibility of the organization on campus and in the Queen’s community. This will be done through the use of print, social, e-mail, web, electronic (queensu.ca/qsaa; Facebook; Instagram) while exploring other social properties (blog) advertisement vehicles, and effective marketing and communications plans for the QSA signature events and overall profile of the organization.

The Director Marketing & Communications will report directly to the QSA President and work cooperatively with the QSA Leadership Team. Staff advisors for the QSA will provide strategic direction and historical guidance in the identification and implementation of annual QSA and committee priorities.

**Major Duties & Responsibilities**
- Work with the QSA Leadership Team and staff advisors to identify and implement QSA goals and objectives for 2020-21
- Between the months of May and August, develop a strategic plan for all aspects of Marketing & Communications for the 2020-21 school year, encompassing OGSM (Objective, Goal, Strategy, Measures) and SWOT (Strength, Weakness, Opportunity, Threat) analyses
- Develop and execute a marketing plan for QSA Ambassador recruitment and campus awareness during Orientation Week, including but not limited to participation at Sidewalk Sale
- Implement and/or oversee all Marketing & Communications projects and pieces including email blasts, social media campaigns, print advertisement, and signature event campaigns
- Promote student engagement levels and understanding of the importance of alumni support to the success of Queen’s University
- Increase profile and visibility of the QSA through social media and executing key messaging and awareness campaigns where appropriate, providing a Social Media Engagement Metrics report as needed/requested
- Attend and participate at regular meetings with QSA Executive to stay current on QSA activities and portfolios
- Ensure creative cross-pollination of all QUAA & QSA strategic priorities
- Makes an annual charitable gift to Queen’s at a level that is meaningful

**Skills/Competencies Required**
- Demonstrated leadership ability
- Strong initiative and solutions driven approach
- Strong interpersonal skills
- Excellent group and individual communication
- Creativity and imagination
- Knowledge and comfort with all media outlets
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**Skills/Competencies Acquired**

- Project management experience
- Networking with influential alumni and University connections
- Relevant experience in managing a well-known brand, while working with professional staff in both Marketing and Communications.
- Basic knowledge of Photoshop and visual identity standards at Queen’s University

**Expectations & Reporting**

- Reports to the QSA President
- Attends weekly Leadership team meetings and the QSA Ambassador meetings on a bi-weekly basis
- For each of the QSA Leadership Team meetings, preparation of a Marketing & Communications Portfolio report is expected. This update will detail the ongoing and annual activities and priorities of the Marketing & Communications portfolio
- Provide a Social Media Engagement Metrics report as requested/needed
- Attendance to as many QSA Events as scheduling permits

**Time Commitment**

The position is an unpaid one-year (May 13, 2020 – April 30, 2021) commitment. The average time commitment would be 8-10 hours a week for each term, depending on event and meeting activity.

**Staff Partnership**

The Director Marketing and Communications partners with the Alumni Officer, Alumni & Student Strategic Initiatives on portfolio development and issues related deliverables.

*I agree to the above conditions and will serve for a one year, volunteer term as Director Marketing & Communications, Queen’s Student Alumni Association.*

Name:________________________________ Date:________________________________________

Signature:________________________________________________________________________

Staff Partner:______________________________________________________________________

Phone: ___________________________________________________________________________

Emergency Contact:_________________________________________________________________