VOLUNTEER POSITION DESCRIPTION

Director Marketing & Communications

**QSAA 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 (QSAA) Leadership Team, the Director Marketing & Communications will be responsible for the branding, promoting, and amplifying of the QSAA 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, Snapchat) advertisement vehicles, and effective marketing and communications plans for the QSAA signature events and overall profile of the organization.

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

**Major Duties & Responsibilities**

- Work with the QSAA Leadership Team and staff advisors to identify and implement QSAA goals and objectives for 2019-20
- Between the months of May and August, develop a strategic plan for all aspects of Marketing & Communications for the 2019-20 school year, encompassing OGSM (Objective, Goal, Strategy, Measures) and SWOT (Strength, Weakness, Opportunity, Threat) analyses
- Develop and execute a marketing plan for QSAA 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 QSAA 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 QSAA Executive to stay current on QSAA activities and portfolios
- Ensure creative cross-pollination of all QUAA & QSAA strategic priorities
- Makes an annual charitable gift to Queen’s at a level that is meaningful to them

**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

**Skills/Competencies Acquired**

- Project management experience
- Networking with influential alumni and University connections
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- 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 QSAA President
- Attends weekly Leadership team meetings and the QSAA Ambassador meetings on a bi-weekly
- For each of the QSAA 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 QSAA Events as scheduling permits

**Time Commitment**

The position is an unpaid one-year (May 13, 2019 – April 30, 2020) 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, Volunteer Relations & Reunions (VR&R) on portfolio development and the Assistant VR&R on resourcing and issues related deliverables.

**Benefits**

- Leading a volunteer team of engaged student leaders
- Opportunities to represent the QSAA and connect with alumni, University administration and other key stakeholders on campus at QSAA events and major Alumni and University events
- Gaining real-world project management for QSAA Marketing & Communications priorities