

Volunteer Position Description

Marketing and Communications Ambassador

QSAA Mission: “The Queen's Student Alumni Association (QSAA) is a student-run organization that prepares Queen’s students for success by connecting them to their futures as engaged Queen's alumni. QSAA’s events offer students opportunities to hear, network, and connect with Queen’s alumni, and provide them with outside-the-classroom skill development.”

Volunteer Position Description

The QSAA team works to foster connections between Queen’s students and Queen’s alumni. As a QSAA volunteer, you will encounter unique and exciting opportunities to connect students with alumni, help prepare students for their future after graduation, develop leadership and professional development experience, and gain a deeper knowledge of the Queen’s community!

Volunteers will assist in implementing marketing strategies to promote the QSAA, host Alumni-Speaker Events, facilitate Backpack to Briefcase (skill-building) workshops, participate in promoting the Tricolour Giving Initiative and increase student awareness and engagement levels of understanding the importance of alumni support (specifically, of the Queen’s University Alumni Association (QUAA) and local Branches).

Portfolio-specific Ambassadors assist the Leadership Team with their portfolio’s goals and special projects. As a portfolio-specific Ambassador, you will work with a dedicated team of volunteers to oversee and implement the activities within your portfolio. Whether through the Giving, Student Transition, Marketing and Communications, Volunteers, Mentorship, or Stewardship portfolio, you will have the opportunity to gain hands-on experience with a portfolio that interests you (must be a student and enrolled in classes at Queen’s to be considered for this volunteer position).

Duties & Responsibilities – Marcom Portfolio Ambassador

- ✚ As a Marketing and Communications (Marcom) Portfolio Ambassador, you will assist the Marcom team in curating promotional content for all QSAA events, projects, and special initiatives. Content includes posts, stories, IGTV Videos, interactive graphics, and more!
- ✚ Responsible for the following platforms: Instagram, Facebook, Twitter, and Tik Tok. With special reference to (and occasional creation on) our YouTube, LinkedIn, and QSAA website. All links are embedded on page 3 of this description
- ✚ Communicate all QSAA events and activities through professional and personal networks

- ✚ Attend a mandatory training session on Saturday, September 25th, 2021
- ✚ Work with the Leadership Team and maintain communication over Microsoft Teams
- ✚ Report directly to the QSAA President and your portfolio's Director by attending arranged one-on-one and bi-weekly full-team meetings (as scheduling permits). Meetings will **not** be held during exams, holidays, or Reading Week!

Skills/Competencies Required

- ✚ Interest in celebrating the alumni community and diversity of Queen's University students; passion for volunteerism and student success
- ✚ Time management skills and strong interpersonal skills
- ✚ Ability to lead with an empathetic, professional, and inclusive mindset when interacting with the QSAA team, alumni, and University stakeholders



Skills & Benefits Acquired

- ✚ Experience representing Queen's University with professionalism to other students; acting as a student leader for the University
- ✚ Networking opportunities with influential alumni and university administration contacts at exclusive Queen's University Alumni Association (QUAA) events
- ✚ Experience working with a team of diverse student and staff leaders
- ✚ Creative and unique promotional and marketing experience
- ✚ Strategic knowledge in curating and promoting social media content
- ✚ Networking opportunities through alumni interviews



Time Commitment

The position is a volunteer (unpaid) 8-month (September 2021 –April 2022) commitment. The average time commitment is 3-5 hours a week for each term, depending on events, meetings, and activities.

Staff Partnership

The Ambassadors will work with the QSAA Staff Advisor, Kim Day, who will provide support, guidance, and assistance with any role-related issues or concerns.

Social Media and Relevant Links:

- [Instagram \(@queensstudentalumni\)](#)
- [Facebook \(@QueensStudentAlumni\)](#)
- [Twitter \(@Queens_SAlumni\)](#)
- [Tik Tok \(@queensstudentalumni\)](#)
- [YouTube \(@Queen's Student Alumni Association\)](#)
- [Queen's Connects \(LinkedIn\)](#)
- [Queen's Student Alumni Association | Queen's University \(queensu.ca\)](#)

Thank you for your interest in the Queen's Student Alumni Association!

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