



1. The **Director of Entertainment and Activities** (DEA) is responsible for the planning and execution of entertainment activities run by the MASU, as well as planning and executing the annual Shinerama campaign. In their position, they shall:
 - a. Report to the President & CEO;
 - b. Supervise the Assistant Entertainment Coordinator;
 - c. Design, administer, and execute the Shinerama Campaign, working during the summer months to run the campaign during early September. With regards to the Shinerama Campaign, they shall:
 - i. Attend all relevant Shinerama conferences, if applicable;
 - ii. Act as the primary point of contact within the MASU on all matters related to the Shinerama Campaign;
 - iii. Develop a campaign schedule and execute all campaign events on time, within budget, and as described on the schedule;
 - iv. Prepare, review, and distribute campaign materials through both physical mediums and digital channels, including social media;
 - v. Act as Chairperson of the Shinerama Committee, if applicable, and supervise all Site Leaders and volunteers involved with the campaign;
 - vi. Plan and execute summer fundraising events, including but not limited to the Shinerama Garden Party;
 - vii. Manage social media accounts for the MASU Shinerama campaign, including the creation of content for these mediums, with the Vice President, Communications and Marketing;
 - viii. Recruit businesses and other locations within the municipality to act as Shine Day Sites, and review all necessary paperwork with the General Manager to ensure proper records and logistical measures are in place;
 - ix. Plan Shine Day programming and events and fully define the logistical aspects of executing on-the-ground fundraising on Shine Day;
 - x. Develop a budget with the General Manager and Vice President, Finance & Governance to ensure the campaign's financial stability; and
 - xi. Prepare a written end-of-campaign report for the MASU that contains the total contribution to Cystic Fibrosis Canada;
 - d. Design, administer, and execute entertainment activities for all MASU members during the Fall and Winter semesters, including but not limited to:
 - i. The ASCARS awards show, held at the end of the Winter semester;
 - ii. The Winter Carnival, held in January; and
 - iii. Additional and/or alternative events;
 - e. Develop and maintain relationships with performers and talent, both outside of and within the MASU membership, and manage the booking



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- of performers for MASU entertainment functions in conjunction with the General Manager;
- f. Develop and maintain working relationships with the entertainment functions of other student unions in the Maritimes;
- g. Plan and oversee the spending of the Entertainment budget, working closely with the General Manager and the Vice President, Finance & Governance;
- h. Provide information on MASU entertainment events to Clubs & Societies and other internal functions of the MASU as necessary;
- i. Promote all MASU entertainment events to MASU members in conjunction with the Vice President, Communications and Marketing;
- j. Maintain an open line of communication with the University's Administrative Services department and all other relevant authorities to ensure that events in University facilities are successful and follow all University rules;
- k. Act as the Chairperson of the Entertainment Committee;
- l. Attend the COCA conference during the summer months, if applicable;
- m. Work 35 hours per week, during the Summer Office Hours, in the MASU Office during the summer months;
 - i. During the summer months, provide coverage for the Front Desk as assigned by the General Manager and the President & CEO;
- n. Work five (5) hours per week during the Fall and Winter semesters;
- o. Provide a report monthly to the Executive Board on the affairs of their portfolio, as well as two reports during their term to the S.A.C.;
- p. Perform other tasks as assigned by the President & CEO;
- q. Not be an Officer of the Students' Administrative Council, as defined in Paragraph 12 of the General By-Laws;
- r. There is an honorarium with this position; and
- s. Submit a final report to the Human Resources Manager.