

VICE PRESIDENT, COMMUNICATIONS AND MARKETING

The **Vice President, Communications and Marketing (VPCM)** shall represent the educational, social, and personal concerns of students who attend Mount Allison University, while being responsible for the communications and marketing of the MASU. Furthermore, the VPCM shall:

1. Serve a term of office from the first of May to the thirtieth day of the following April.
2. Be an informed advocate to the University and external bodies for students at Mount Allison University.
3. Make an effort to engage with, and be aware of, the concerns of students at Mount Allison University.
4. Maintain a collegial and collaborative relationship with appropriate individuals within, and outside of, the University.
5. Sit on, and attend all meetings of, the Students' Administrative Council, unless otherwise excused by the Chairperson.
 - a. The VPCM shall assume the duties of the Deputy Chairperson in their absence or incapacity.
6. Sit on, and attend all meetings of, the Executive Board (EB), unless otherwise excused by the President & CEO. The VPCM must act as the Secretary of the EB, thereby keeping the minutes.
7. Chair the following MASU Committees and Caucuses:
 - a. Communications Committee.
8. Sit on and attend all meetings of applicable University Committees, unless otherwise excused by the Chair of the respective Committee.
9. Oversee, and assist as necessary, the following MASU staff:
 - a. The Communications Coordinator; and,
 - b. The Allisonian Editor(s).
10. In conjunction with the President & CEO, develop an annual MASU marketing plan.
11. Uphold the MASU brand guidelines.
12. Maintain efficient means of communicating MASU information to its members and the broader community. This includes, but is not limited to:
 - a. Social media (e.g., Facebook, Instagram, Twitter, and YouTube);
 - b. Print and broadcast media (e.g., newspapers and radio stations); and,
 - c. The MASU website.
13. In conjunction with the Insurance Administrator, update and maintain the MASU website.
14. Oversee and maintain the social media outlets of the MASU.
15. Be responsible for items related to external media, including, but not limited to:
 - a. Press releases; and,
 - b. Media requests.
16. Not occupy another position within the MASU.
17. Be aware of, and uphold, all bylaws and policies related to their position.
18. Work a minimum of twenty-five (25) office hours per week from May to August, and fifteen (15) office hours per week from September to April.
 - a. During the summer months, the VPCM will be expected to work in the MASU Office.
19. Submit a report to the Students' Administrative Council at least once a month, outlining the affairs of their portfolio.
20. Submit an annual report on all projects and affairs of their portfolio during their term in office to the Chairperson.

- a. This report will be due on or before the last meeting of the Students' Administrative Council during their term and must follow the annual report guidelines set out by the MASU.
21. Receive an honorarium consistent with that outlined in the MASU budget for the fiscal year in which they occupy the position.
22. Perform all other duties assigned by the MASU President & CEO and/or the Students' Administrative Council.