



Title: Director of Communication
Hours Per Week: 12
Support Payment: 1.2% of total administrative account budget
Length of Term: Fall and Spring Semester
2020-2021 Academic Year

Position Overview:

The Director of Communication shall be responsible for the communications portfolio including web communications, newsletters, social media, and print assets for the council.

Responsibilities

- I. Maintain regular communication with the Graduate Community on behalf of the President via platforms including but not limited to email, social media, and newsletters
- II. Send a monthly newsletter entitled “the Graduate Gazette” detailing important news, upcoming events, and opportunities for involvement
- III. Periodically reviewing and updating the content on the website
- IV. Periodically reviewing and updating the content on the Facebook, Twitter, and other forms of social media daily. This includes status updates, events, videos, and photos
- IV. Coordinate the Council’s strategic marketing efforts, including the design, production and distribution of all publicity, advertising, marketing and branding materials
- V. Work with the Vice President to ensure that the council’s website and online publicity tools are consistent with the organization’s advertising, marketing and branding efforts
- VI. Work with the Director of Programming and the Events Coordinator to ensure all GLC sponsored events are properly and consistently advertised on GLC communication channels

Expectations

- I. Attend all “official” Graduate Leadership council events, meetings, and activities
- II. Communicate effectively and regularly with council members and Center of Student Involvement
- III. Contribute to a positive work environment
- IV. Consistently demonstrate passion and service to the graduate community
- V. Fulfill all responsibilities assigned to the position