Job Description – COMMUNICATIONS CHAIR

The Communications Chair shall:

A. Create and maintain updated spending of the Communications budget. The budget will be prepared in consultation with the Director of Student Activities.
B. Develop agenda for Communications Board meetings.
C. Supervise the activities of the Director of Recruitment, Director of Brand Marketing, and Director of Media Marketing.
D. Facilitate discussion and brainstorming sessions with members of the Communications Board about setting upcoming marketing campaigns.
E. Delegte communication-related tasks to the Communications Board.
F. Work with outside vendors to order supplies.
G. Maintain the A.S. website <www.sandiego.edu/associatedstudents>, including the A.S. Team Tab <www.sandiego.edu/associatedstudents/team>, which is used for submission of marketing requests by members of A.S., all in coordination with the Webmaster.
H. Coordinate with the Creative Zone (CZ) to have regular A.S. campaigns and marketing materials produced in-house.
I. Enhance the marketability of A.S. through cooperation with student media:
   a. Coordinate campus news coverage with USDtv.
   b. Work with The Vista to ensure A.S. activities are adequately covered.
   c. Partner with USD Radio for occasional A.S. radio broadcasts.
J. Have a good understanding of social media and be able to run and update A.S. Facebook, Twitter, and Senate Blog accounts.
K. Establish good relations with University Copy and Graphics (formerly known as the “USD Print Shop”).
L. Monitor all in-house communication within Associated Students and relay information between the Senate and A.S. Team.
M. Assist with Torero Days marketing: order postcards, business cards, and promotional materials to distribute to incoming students.
N. Work with University administrators on USD-wide projects, which includes serving on planning committees as needed and providing a student’s perspective.
O. Attend student-sponsored programs for support and feedback.
P. Actively participate in the planning of the A.S. retreat agendas.
Q. Foster and promote a campus environment of camaraderie and inclusivity through programs and services.
R. Work in collaboration with the A.S. Communications Board in a focused, flexible, and team-centric environment.
S. Attend both Spring and Winter A.S. Retreats.
T. Foster and promote camaraderie and inclusivity in programming and services.
U. Recruit, interview, and appoint A.S. directors with other members of the Executive Board and A.S. advisors.
V. Train and transition the newly-elected Communications Chair in the Spring semester.
W. Intend to serve 10 posted office hours and 15-20 total work hours (including the 5 posted office hours)