Student Government Job Descriptions | 58th Term

**General Information**

<table>
<thead>
<tr>
<th>Position:</th>
<th>Director of Marketing and Communications</th>
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</thead>
<tbody>
<tr>
<td>Pay Rate/Authorized Hours:</td>
<td>B-4 $9.55/hr. 20 hrs/week</td>
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<tr>
<td>Direct Supervisor:</td>
<td>SGATO Program Coordinator</td>
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<tr>
<td>Employment Length:</td>
<td>Varies by Position</td>
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<tr>
<td>Position Type:</td>
<td>Part-Time</td>
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<tr>
<td>Possible Travel:</td>
<td>Yes</td>
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<tr>
<td>Working Over Authorized Hours:</td>
<td>Yes with authorization</td>
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</tbody>
</table>

**Job Description**

The Director of Marketing and Communications is responsible for developing a working relationship with both students and faculty/staff at USF, developing campaigns and advertising strategies, and managing the Team’s staff and initiatives. This person will also be responsible for empowering students to get involved and engaged through volunteering opportunities through effective communication with the Student Body. Additionally, they will serve as a marketing liaison for the entire Student Government and its Agencies both internal and external.

**ROLE AND RESPONSIBILITIES**

- Manage the Team of Marketing and Communications, which includes a staff of 4.
- Ability to perform the duties of any member of the marketing Team if necessary.
- Recruit one student from the SG street team to serve as Marketing and Communications Intern
- Create a cohesive working environment for all Communications and Marketing staff and volunteers
- Assist in the oversight of marketing budget and develop adequate financial records of all expenditures related to marketing and advertising
- Oversee the production of Student Government’s marketing and advertising
- Work cohesively with the other Departments within Student Government
- Responsible for maintaining and publicizing accurate records and working with SGATO Programs Coordinator to ensure the SG website is accurate
- Maintain and help create open lines of communication with members of the Student Body and USF faculty/staff
- Perform any other duties as necessary to execute the mission of the Executive Branch

**QUALIFICATIONS AND EDUCATION REQUIREMENTS**

- Must be in good academic standing (maintain minimum cumulative institutional 2.5 GPA for Undergraduate students and 3.0 GPA for graduate students.
- Must be actively enrolled for a minimum of 6 credit hours as an undergraduate degree-seeking student or a minimum of 4 credit hours as a post-baccalaureate student during the fall and spring semesters.
- Must not be under current disciplinary probation, suspension or expulsion.
- Must have the ability to set and meet consistent deadlines
- Should have the ability to lead/manage a team of four diverse individuals
- Experience in an office setting and/or corporate working environment; display business etiquette. Must be knowledgeable in Microsoft Word, Excel, and Outlook.
- Strong writing, speaking and listening skills
- Proficient in Graphic Design and Web Design
- Proficient in Photoshop, Illustrator, InDesign, and similar programs
- Proficient in Adobe Premier and/or After Effects
- Knowledge of professional use of social media
- Must be able to operate a DSLR camera for photo and video purposes
- Must be able to think critically and logically in any given situation
- Must have strong Organization, and analytical skills. Must have the ability to take initiative in the workplace and create strategic goals.

**WORKING CONDITIONS**

20 HOURS A WEEK IN AN OFFICE ENVIRONMENT, EVENTS, OR SHOWCASING.

- This information is not designed to be a complete inventory of the job’s duties, responsibilities, and qualifications. Rather, it is designed to give the general nature and level of work to be performed by employees assigned to this job title.

_Last Updated: May 25th, 2017_