



UNB Student Union Communications

Supervisory Roles:

- Supervise and manage the following coordinators and staff:
 - Graphic Designer (x2)
 - Videographer
 - RED Awards Chair

Accountabilities:

- Act as a liaison between:
 - UNB Communications office and the Union;
 - UNB Marketing and the Union;
 - UNBSU members and the Union
- The VP Communications reports and is accountable to the UNB Student Union President

Administrative Duties:

- Provide reports to the Council on activities undertaken at each meeting of Council;
- Submit time sheets for part-time employees to the General Manager on time
- for bi-weekly payroll submission;
- Provide a transition report to the incoming VP Communications at the end of term

Requirements:

- Be registered as an undergraduate student at UNB;
- Be in good standing with the Union;
- Have and maintain a minimum GPA of 2.0.



UNB Student Union

Vice President Communications

Location: Student Union Building, Fredericton, NB

Date: May 1st to April 30th

Summer Hours: 37.5 hrs/week

Academic Hours: 15 hrs/week

Reports to: UNB Student Union President

Summary:

The VP Communications is responsible for promoting the UNB Student Union on campus and online, in support of the Student Union's mission and strategic objectives. The VP Communications will be the internal public relations officer for the Union. They will work in a collaborative manner with the Student Union's Executive team to communicate the Union's messages and content. They are responsible for maintaining the UNBSU brand, enforcing the UNBSU Branding Guidelines, and communicating UNBSU goals, initiatives, and services to all students. They are responsible for governing the Union's online presence, including the social media channels and website. The VP Communications is responsible for developing a marketing plan and content strategy for the year and will oversee the production of all marketing materials and collateral.

Key Responsibilities:

- Sit on the UNBSU Council as a non-voting member;
- Be responsible in serving as the primary communicator of the UNBSU's brand to UNB students and administration;
- Oversee the production of all marketing materials and collateral in accordance with the Student Union's brand standards;
- Develop innovative strategies to communicate UNBSU events, initiatives, services, campaigns, and projects;
- Oversee all Student Union Social media;
- Manage the Student Union website;
- Manage the photo catalogue for the Student Union;
- Work in collaboration with the Vice President Events and Services to oversee the production of the UNBSU Agenda;
- Act as a consultant with the respective Vice Presidents on their promotional campaigns, including but not limited to: videos, photoshoots, and giveaways;
- Be responsible for tracking analytics of all communications;
- Oversee all internal media communications on behalf of the Union;
- Conduct semesterly councillor check-ins and provide support for councillor projects as assigned by the VP Finance and Operations