



Executive Committee Job Description

Vice President Communications

6/6/06, 25/5/10, 30/5/11

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- Term of Office:** September 30 (or date of election) to April 30
- Reports to:** NSCC Student Association Students' Council and its Executive Committee
- Supervises:** Recording Secretary (if required)
Marketing Coordinator (if required)
- Description:** The Vice President Communications is responsible for the development and execution of the Student Association's marketing and communications strategy as well as overseeing general advertising and promotions. Furthermore, the Vice President Communications is accountable for the general recruitment and management of the SA Students' Council as well as the preparation of monthly Council agendas and minutes. This position is subject to performance review at the end of each semester, or as deemed necessary, by the Students' Council.

Key Responsibilities:

1. Management of Students' Council
 - a. Publicize all meetings of the Students' Council to all students through every available means.
 - b. Responsible for the recruitment and retention of Students' Council Program Representatives.
 - c. Keep accurate attendance of all meetings of the Student Association and ensure that quorum is established.
 - d. Maintain regular communications with program representatives and ensure they are familiar with their job responsibilities and duties, and that these responsibilities are being met.
 - e. Create and distribute minutes, agendas and all supporting documents to members of the Students' Council at least 48 hours prior to the meeting.
2. Records Management and Administrative Duties:
 - a. Responsible for the maintenance of all organizational records so that they are current and available as reference tools.
 - b. Ensure that all documents, letters, and publicity materials are in order at the end of the academic year and appropriately filed.
 - c. Create formal minutes of each meeting (both Executive and Students' Council) and make certain that copies of these minutes are properly distributed and filed. A recording secretary may be hired to assist the Vice President Communications in this function.
 - d. Collect all reports from Executive Committee members and Students' Council subcommittees and make certain they are properly distributed and filed.
 - e. Keep an accurate record of all correspondence on matters related to the position.
 - f. Complete year end Executive report by no later than April 30th.
3. Advertising and Promotions The Vice President Communications will be responsible for the promotion of SA events, activities, programs and services to its membership and in this capacity shall:
 - a. Work collaboratively with the Vice President Activities and the Vice President Services to promote social and recreational activities as well as to publicize SA services and clubs/societies to the NSCC community.



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- b. Develop new ways to promote the Student Association to the student body to bring a higher profile to the organization and the services it provides.
 - c. Ensure that the SA logo and mission statement (when appropriate) is properly used on all organizational and sponsorship documents and establish SA branding protocols with other internal/external organizations using the Student Association logo.
 - d. Supervise the Marketing Coordinator hired to assist in the planning and implementation of promotional activities.
4. Student Association Annual Report
- a. Compile and compose a Student Association Annual Report (to be forwarded to the Campus Principal as well as the Coordinator, Student Life) which will include:
 - i. *Activities Report – summary of the Student Association’s activities for the year;*
 - ii. *Financial Report – copy of independently reviewed financial statements;*
 - iii. *Minutes Report – compilation of Students’ Council meeting agendas and minutes; and*
 - iv. *Committee Reports – compilation of activities of Students’ Council subcommittees.*
 - b. Coordinate the submission of all Executive Committee member reports for inclusion in the Annual Report.
 - c. Collect and file monthly committee reports to be included in the Annual Report.
 - d. Create a digital copy of the Annual Report for the Archives.

Requirements of Position:

1. Adherence to the Executive Committee Terms of Reference.
2. Completion of job responsibilities as outlined above.
3. Knowledge of NSCC SA internal operations.
4. Excellent organizational and time management skills.
5. Excellent written and verbal communication skills.
6. Design ability an asset.
7. Ability to work well with others.
8. Ability to identify problem areas within the organization and develop and implement effective strategies for change.