Job Description: **VP Communications**

**Job Title:** Vice President of Communications

**Reports To:** GSA President

**Hours:** 12 hours/week

**Wage:** $33.00/hour

**Effective Date:** April 15\(^{th}\), 2024

**Primary Purpose**

The Vice President of Communications will support the President in providing leadership for the Graduate Student Association-University of Waterloo (GSA-UW), both internally and externally, and accomplishing the ends of the GSA-UW.

The primary purpose of this position is to — under the oversight of the President — lead all internal and external communications of the GSA-UW, ensuring the organization is communicating effectively and meaningfully with relevant constituents. The Vice President of Communication will be responsible for developing, integrating, and implementing a broad range of public relations activities relative to the strategic direction and positioning of the association and its leadership. This position is responsible for GSA’s various communication products and services, including newsletters and other print publications; web, e-news, and other online communications; media and public relations; and marketing.

Additional responsibilities pertaining to the GSA’s operations may be set by the President on an ongoing basis.
Key Responsibilities

- Uphold the GSA-UW mission, vision, and values of the Association.
- Represent the interests of graduate students on University of Waterloo (UW) committees and to external bodies.
- Work with the GSA executive team members to set communication objectives and strategies.
- Ensure effective and constant communication between the GSA, graduate students, and other internal and external partners.
- Oversee the team’s daily activities relating to the planning and execution of written communications and social media campaigns.
- Plan and manage all marketing materials’ design, content, and production.
- Develop and implement effective communication strategies to ensure that important information is relayed to graduate students.
- Participate in and lead brand/communication initiatives.

Required Qualifications

- Full-time or part-time graduate student at the University of Waterloo.
- Minimum of 1 year of professional experience with a proven track record of delivering outstanding customer service, excellent communication, and interpersonal skills.
- Strong knowledge and understanding of current trends in digital media/social media.
- Strong writing, editing, proofreading, and layout and design skills are essential.
- Excellent organizational and planning skills.
- Superior project management and time management skills.
- A confident communicator and presenter.
- Prior experience with student-led or non-profit organizations is an asset.
- Experience with Wordpress, Elementor or other website management tools
DIVERSITY AND EQUITY:

The GSA is involved in significant conversations and decisions directly related to student life at UW, and this dialogue is strengthened when the GSA staff team is composed of students with diverse backgrounds, identities, challenges, and experiences. The GSA welcomes and encourages applications from qualified individuals who are Black persons, Indigenous persons, and persons of colour, persons with disabilities and/or accessibility needs, all religions and ethnicities, and all gender identities, gender expressions and sexual orientations.