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**Georgian College Students’ Association VP Student Engagement and Communication**

**Department:** Student Leadership and Transition Services **Campus:** Barrie

**Honorarium:** $1248 with Tax (to be paid out monthly after a review is completed) **Term:** May 1, 2016 – April 30, 2017

**Staff Advisor:** Manager, Student Leadership and Transition Services **Hours/ week:** minimum 24 hours

**GCSA Barrie’s Vision:** The Georgian College Students’ Association (Barrie Campus) will be a recognized and engaged executive council that promotes the rights of students, heightens student engagement, and enhances the quality of student life. We will prepare confident leaders of tomorrow, while respecting the diversity and strength of all. We will continuously assess, adapt, and grow to fit the needs of our increasingly diverse student body.

**GCSA Barrie’s Mission:** We advance the general welfare of all Georgian College students and to that end we:

* serve as a resource for students;
* serve as a resource for faculty and staff;
* act as liaisons to and from the student Body and the College administration;
* remain a major source of information to and from the Student Body;
* recruit and develop Student Leaders within a professional culture to benefit the larger community; and engage in purposeful community service.

**In order to be considered for a role you must be:**

* A registered, fee paying student in good academic standing throughout your tenure in GCSA
* Willing and able to attend off campus training and weekend conferences such as the Student Executive Conference
* Willing and able to complete online training such as Health and Safety

**In efforts to promote a culture of student engagement and social integration all GCSA executives will:**

* Be available within the GCSA office for a minimum of 24 hours a week during which time they will be open to hearing student issues and concerns
* Keep Outlook calendar up-to-date as well as respond to work emails and messages in a timely manner (i.e. less than 24 hours)
* Participate in ongoing professional development which will include irregular hours (with advanced notice)
* Attend all meetings of the executive, directors and Student Executive Conference (SEC) including in-service and team building activities
* Assist with general office duties and inquires (for example: insurance questions) as well as provide coverage at the GCSA front desk as required
* Respect, adhere to and continually review GCSA policies, procedures, by-laws, and constitution
* Adhere to all college policy and procedures, modelling exemplar student behaviour
* Participate in an annual review of all student ancillary fees and budget review (usually at SEC)
* Be available to meet regularly (minimum of monthly) with the Manager, Student Leadership & Transition Services
* Work within the budget attributed to your portfolio and present your budget updates upon request
* Work with the Manager, Student Leadership & Transition Services and Marketing Manager on the procurement of goods and services for GCSA (e.g. SWAG)

**Part of all GCSA executive roles include supporting the onboarding of your incumbent by;**

* Maintaining all GCSA documents and records in an organized fashion, relinquishing all those documents or records in their care to the successful incumbent at the end of the term
* Preparing a transition binder and year-end report for your incumbent and the Manager, Student Leadership & Transition Services
* Participating in the orientation and training of your successor at change-over
* Presenting succeeding budget to council for approval

**Specific to the VP Student Engagement role you will:**

* Work closely with the Marketing and Events Manager to develop a yearly calendar of events
* Plan and execute activities to promote a sense of community and to increase student engagement
* Build partnerships with other departments and other Georgian College Student Association campus.
* Organize and promote GCSA special events/initiatives and activities to promote students’ social integration
* Recruit staff and volunteers to assist with the marketing of GCSA events and services (Promo Crew)
* Organize events planning meeting in May to create a yearlong events calendar, organized between all campuses
* Assist with the coordination of the annual GCSA appreciation banquet
* Maintain GCSA bulletin boards throughout the campus, keeping them current and providing approval for poster requests
* Develop and maintain working relationships with local media (ie. News releases to communicate student life news)
* Ensure all marketing material is appropriately branded and has accurate and professional information
* Works closely with Graphic Designer to provide creative marketing materials, and update/maintain online media campaigns (Facebook, Blackboard etc.,)
* Works closely with Marketing Manager to support and hiring process for a Co-op marketing position.
* Works closely with the Marketing Manager to ensure event particulars and event proposals are completed in a timely manner (pre-event planning, event, and post-event follow-up)
* Consult with Marketing Manager to negotiate contracts including production companies, agents, and artists for live entertainment
* Responsible for designing/purchasing/marketing spirit wear & GCSA branded SWAG and/or uniforms with consultation with Manager, Student Leadership & Transition Services
* Coordinate GCSA presence at all college events (Preview, Open House, Auto Show, Orientation)
* Attend regular event and promotions meetings
* Liaison between the travel company that coordinates the student trips (including being involved in the process of selecting that company)
* Establish a promo crew to assist with the organization of GCSA events (for example: concerts)
* Attend regular event and promotion meetings (minimum by-weekly)
* Be available to attend Canadian Conference of Campus Activities (COCA) Conferences

**Qualifications**

* Previous student leadership experience an asset
* Previous GCSA leadership experience (i.e. Director and/or volunteer) highly recommended
* Excellent interpersonal, customer service and communication (written / oral) skills
* Proven technical, analytical, problem solving and project management skills
* Self-directed with the ability to take initiative, work independently as well as within a team environment
* Demonstrated organizational and time management skills with the ability to prioritize effectively in a fast-paced deadline driven environment juggling multiple projects to ensure timelines are met
* An understanding of financial management principles
* An awareness of different leadership styles and an emerging personal leadership philosophy