Position Description for Public Relations Director

The Public Relations Director is a member of the USG Senior Staff, and acts as the primary spokesperson for USG. The Public Relations Director is responsible for coordinating and managing all communications with the student body at large. The Public Relations Director will develop and maintain a communications and message strategy for USG as a whole, including the development of a comprehensive branding and marketing strategy.

Specific Duties:

- Report weekly to the Chief of Staff.
- Attend Senior Staff Meetings.
- Manage written communications to the student body.
- Maintain contacts with media organizations.
- Prepare USG members for interactions with the media.
- Management of USG’s social media platforms.
- Development of USG’s social media calendar.
- Advertise for USG-sponsored programs.
- Serve on the Promotions & Outreach Ad Hoc Committee.
- Spend at least 5-10 hours per week on USG related activities. These hours are highly variable and will likely be significantly increased during marketing campaigns and periods of recruitment.
- Attend all USG-wide functions.

Qualifications:

- Marketing, Communications, PR, or design-related majors preferred or relevant experience.
- Experience managing multiple social media platforms.
- Works well with others.
- Must be available Fridays 10 AM-11 AM (Spring 2015 only).