



# **Brock University Graduate Students' Association**

*Job Description for Associate Vice President, Digital Outreach 2021-22*

## **Notice: Posting and Position Description for Associate Vice President, Digital Outreach**

**To: Members of the Brock University Graduate Students' Association**

Position Title: Associate Vice President, Digital Outreach

Reports To: GSA's Vice President, Communications and Advancement and the  
GSA Executive Committee

Date: August 3, 2021

Close: August 18, 2021

Duration of term: August 30, 2021 – April 30, 2022

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## **SECTION A - PRIMARY JOB FUNCTION**

### **1 – About Brock University's Graduate Students' Association (GSA)**

The Brock University Graduate Students' Association (GSA) represents the interests of approximately 2000 graduate students at Brock University, including master's and PhD students. All full-time and part-time graduate students are members of the GSA. The GSA, in conjunction with Brock University and other campus partners, provides members with many services from health and dental coverage, bus pass access as well as workshops and access to student space.

In keeping with the University's commitment to Equity, Diversity and Inclusion (EDI) throughout the hiring process the Graduate Students' Association's commitment to increase diversity in positions of influence. We are actively committed to diversity and the principles of employment equity and invite applications from all qualified candidates. Women, Aboriginal peoples, members of visible minorities, people with disabilities, two-spirit as well as lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons are encouraged to apply and to voluntarily self-identify as a member of a designated group as part of their application.

### **2 – General Position Information**

A summary of the position is attached below. Please be aware that these have been taken from the specific position description. The workload may vary throughout the year depending on any additional responsibilities arising from direction and priorities of the Vice President, Communications and Advancement, as well as the Executive Committee.

While the nature of the work will change depending on the time of term and expectations of the executive, the successful candidate should expect a workload of roughly 2 to 4 hours per week.

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Students should not apply if it will jeopardize their academic responsibilities, the progress of their research, or the timely completion of their degree. Co-op students, who are not able to commit to a nine (9) month continuous term, are not eligible to apply.

### **3 – Specific Position Responsibilities**

The Association Vice President, Digital Outreach shall:

- A) assist the Vice President, Communications and Advancement in ensuring strong digital presence for the association (i.e. social media, website, email) that aligns with the Strategic Plan 2021-2026;
- B) provide and update/report to the GSA Executive or Board of Directors, when required, on information surrounding the GSA's efforts to engage digitally with graduate students and build notable digital presence;
- C) assist the Vice President, Communications and Advancement in building a repertoire of digital assets, complimenting communication and advancement-based goals of the 2021-2026 Strategic Plan;
- D) maintain close communication with the Vice President, Communications and Advancement, meeting on an as-needed basis;
- E) act as a resource for any of the GSA committees, specifically the Student Engagement and Communications Committee, to support the creation of digital-based materials that can be used for general communication, awareness, advocacy and promotional purposes;
- F) attend meetings of the GSA Executive, Board of Directors and Program Assembly where required; and
- G) perform additional duties as required by the Vice President, Communications and Advancement or the GSA Executive Committee, pursuant to the limitations of Document 027.

### **4 – General Position Responsibilities**

In addition to the specific position responsibilities list above, the Associate Vice President, Digital Outreach is expected to:

- A) maintain close communication with the Vice President, Communications and Advancement, as well as other members of the Executive Committee when necessary;
- B) actively engage with the GSA membership to ascertain the needs of graduate students; and
- C) any additional responsibilities as delegated by the Vice President, Communications and Advancement or Executive Committee.

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## SECTION B: POSITION REQUIREMENTS

### 1 – Specific Position Criteria

- A) Working knowledge of social media platforms (Facebook, Instagram, Twitter and LinkedIn); working knowledge of WordPress considered an asset
- B) Adept at content creation and design; working knowledge of Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro) considered preferred assets, but experience with programs or platforms such as Canva, iMovie, Vimeo will also be considered an asset
- C) Strong written communication and collaboration skills
- D) Excellent organization and time-management skills
- E) Ability to work independently or as part of a team

### 2 – General Position Criteria

- A) Be a registered full or part-time graduate student in good standing at Brock University and a Class I Member of the GSA
- B) Not have a co-op term for the entire time they will hold office

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. While the GSA will consider all applications received, please note that only those selected for interview will be contacted.

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For more information about this position, please contact Haley Myatt, Vice President, Communications and Advancement at [gsacomm@brocku.ca](mailto:gsacomm@brocku.ca).

The Graduate Student Association represents the interests of all graduate students at Brock University. At registration, all graduate students at Brock become members of the GSA. The GSA is the independent voice of graduate students on campus and is recognized by Brock University as the official representative of Brock graduate students.

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