

SGA Executive Vice President of Communications & Marketing

The Executive Vice President (EVP) of Communications & Marketing (C&M) leads the C&M branch in SGA Cabinet. It is their chief responsibility to lead their team in telling SGA's story through creatively communicating its work and achievements with the entire body and campus community. The EVP is responsible for ensuring their team members promote diversity, equity and inclusion through all efforts.

The Role of the Executive Vice President of Communications & Marketing is to:

- Organize and lead weekly meetings with the Assistant Vice Presidents within Communication & Marketing to provide direction, gather updates, and fill them in on any pertinent SGA developments which effectively enable them to perform their duties
- Serve as the head of the Communications & Marketing team within SGA Cabinet and oversee day-to-day activities related to the following functioning areas:
 - Photographers and Videographers
 - Social Media Content Managers
 - Website Managers
 - Public Relations Specialists
 - Print Media
- Collaborate with University-wide OCM, Student Media, Student Affairs Communications and Marketing, and local media outlets to share SGA's story through all channels available
- Ensure daily that content on the SGA website, social media platforms (Facebook, Instagram, Twitter, etc.)
 - Communicate with administrative team on necessary form submissions on AUinvolve
 - Maintain a transparent, consistent, and engaging social media presence for SGA
- Work with the Executive team to create a priority schedule for all projects and to proactively and strategically plan the communication and marketing of all SGA storylines
 - Create and execute an up-to-date marketing calendar that ensures all branches' stories are communicated to the student body
 - Provide weekly updates at SGA Exec meetings on all requested materials
 - Compile and send weekly internal and external newsletter-type emails
- Serve as the communication liaison between SGA and the OSI C&M team
 - Manage a system for all SGA teams to submit their marketing needs
 - Submit detailed requests of all SGA needs to OSI C&M through AU Involve
 - Submit material to OSI C&M for university releases such as This Week @ AU
 - Consistently communicate priority list to OSI C&M team
 - Guarantee requests are submitted and materials received in a timely manner
 - Ensure that all material produced is high quality, meets the SGA team's work order request, and maintains and promotes a positive brand image for SGA
- Prepare and coordinate materials for SGA's tabling (O-Days, CWE, SOS, etc.)
- Supervise the duties of the Executive Secretary

- Assist with other duties as assigned