

## **Vice President for Public Relations – Campus Activities Board**

This position supervises the Promotions Chair and oversees all creative marketing strategies for the organization. The Vice President for Public Relations is the primary graphic designer and works with the Promotions Chair to create a strong visual identity for the organization. This position reports to the Graduate Advisor.

Strong graphic design skills with use of Adobe Creative Suite platforms is preferred. Candidates for this position will be asked to provide a graphic design portfolio at the interview.

### **Position Responsibilities:**

- Coordinate a visual identity/brand for the organization by providing the overall leadership and direction for marketing and promotion efforts
- Supervise the Promotions Chair
- Serve as the primary graphic designer for the organization and create and design flyers and other promotional items
- Select and order giveaway items to promote the organization
- Coordinate advertising strategies and promote the organization's events and activities
- Work with the Vice President for Operations to schedule and manage organization promo days
- Work with the Promotions Chair and programming chairs to create event promotional plans
- Use creativity to keep organization's visual identity/brand fresh and engaging
- Attend weekly meetings with the Graduate Advisor
- Facilitate bi-weekly meetings with the Promotions Chair
- Maintain good academic and conduct standing with the institution and a cumulative GPA of at least a 2.75
- Meet additional expectations outlined for this position

### **Additional Expectations of CAB Executive Board Members include:**

- Fulfilling 5 office hours per week in the CAB Office. 1 hour may be done virtually
- Attending bi-weekly CAB Executive Board Meetings – Mondays at 3:30pm
- Attending all events where this position is the chairperson in charge
- Assisting with marketing efforts including hanging up posters, visiting classes/organizations meetings to promote programming, and staffing promo table events
- Participating in mandatory CAB events and help staff events planned by other chairs
- Participating in all training and retreats including the summer retreat, spring welcome back retreat, transition retreat, and NACA South Regional Conference
- Assisting with various outreach events such as Visit Days, Preview Days, and Organization Fairs
- Participating in at least 1 external leadership development opportunity during position term