

*Last updated: Winter 2023*

**Title:** Communications Representative

### **Position Summary**

The Communications Representative (CR) creates and manages communication to promote the Cultural Resource Centers (CRCs) and/or their initiatives and programs. Students in this position will focus communication and marketing efforts to address the needs of their community in the following areas: academic success, social justice, leadership, identity development, community & belonging, and well-being. This may be done through social media, listservs, newsletters, publications, video, photography, and other forms of communication.

### **Position Responsibilities & Outcomes**

1. Manage and engage with applicable social media platforms such as YouTube, Facebook, Instagram, Snapchat, and Twitter
  - a. For example: event promotion, posts representing center or community topics, and sharing culturally-relevant news stories, etc.
2. Compose marketing materials for and manage digital communication platforms, such as university listservs, newsletters, and publications.
  - a. For example: regular promotional newsletters, annual zines, writing scripts for videos, etc.
3. Create and maintain a sense of community and belonging for on-campus, off-campus and E-Campus students.
  - a. For example: spotlighting and celebrating underrecognized community members, raising awareness of less visible identity groups, engaging with community members to see what is most relevant for them, etc.
4. Compile and share resources pertaining to the areas of academic success and well-being.
  - a. For example: collaborating with departments such as the Academic Success Center, Student Health Services, and Counseling & Psychological Services.
5. Coordinate promotional efforts for events related to their center or initiative
  - a. For example: coordinating photography and videography for pre- and post-event promotion.
6. Work with DCE's Marketing & Communications Coordinator for mentorship, skills development, and training on OSU branding guidelines.
  - a. May include: regular 1:1 trainings, working out of other DCE spaces, and attending skills-building workshops.

7. Gain consent to use individuals' voices and images in DCE communications and maintain records.
  - a. For example: using lanyards to identify when people do not want their photo taken, informing people how their voice or image will be used, maintaining records of photo and video release forms, etc.
8. Engage oneself and others in mutual learning on identity development and social justice.
  - a. For example: learning about and sharing information on social justice topics pertinent to the community, promoting ways to be active on social issues, and understanding the impact of the use of the voices and images of members of marginalized groups at a predominantly white university.
9. Manage outreach efforts for the CRC and/or initiative and participate in efforts collaboratively with other DCE areas.
  - a. For example: assisting with tabling for the center at university-wide events, supporting outreach during Welcome Week, assist with center tours and presentations, etc.

#### **Other responsibilities as assigned by professional staff**

1. Attend mandatory scheduled trainings
  - a. Such as Fall Training (tentatively early September), ongoing training sessions, weekly staff meetings, and other professional development
  - b. Equipment training workshops conducted by Orange Media Network
2. Obtain FERPA certification and complete necessary trainings in a timely manner
3. Complete daily center tasks & needs as identified by staff
  - a. May also involve focusing efforts on specialized projects based on needs of the center and/or initiative.
4. May occasionally require evening and weekend hours

#### **Minimum Qualifications**

- Minimum Cumulative GPA of 2.0
- Demonstrated ability to communicate effectively verbally and in writing
- Demonstrated experience with common social media platforms
- Demonstrated interpersonal communication skills
- Demonstrated ability to effectively manage multiple projects, meet tight deadlines, and prioritize tasks
- Demonstrated knowledge of and sensitivity to historically underrepresented and/or marginalized groups on campus

## **Preferred Qualifications**

- Demonstrated ability in managing or moderating non-personal social media accounts.
  - For example: student organizations, business, community, promotional accounts / pages / channels etc.
- Proficiency in Final Cut Pro and/or Adobe Creative Cloud suite (Adobe Premiere, Lightroom), or equivalent editing software.
- Demonstrated involvement with historically underrepresented and/or marginalized groups on campus
  - For example: attending/volunteering cultural events, membership in affiliated organizations (student or departmental), attending social justice retreats etc.
- Knowledge of community needs, experience of belonging & understanding of issues impacting community.
- Knowledge of who is visible and not visible in respective communities.
- Knowledge of written and visual communication styles and community stereotypes.

**Wage (FY24):** \$15.90

**Average Hours/week:** 12 (up to 15)