Public Relations & Marketing Director

The role of the USUSA Executive Council is to enhance the quality of student life through: academics, activities, student concerns, public relations, service, athletics, clubs, organizations and cultural events. This will also be done through individual college, graduate, and legislative student representation.

Charter

I. Duties:

A. The Public Relations & Marketing Director shall:

1. Enhance the quality of student life at Utah State University through advertising, marketing, and public relations effort.
2. Work to maintain a positive public opinion of USUSA and USUSA officers.
3. Plan and direct the development and communication of information designed to keep students, administration, and general public informed of USUSA programs, accomplishments, or point of view, as well as those of the Student Involvement and Leadership Center.
4. Organize writing and advertising schedules with the Utah Statesman and other media outlets as necessary.
5. Prepare and distribute fact sheets, press releases, photographs, and any other related media collateral to media representatives and other persons who may be interested in learning about or publicizing USUSA activities or messages.
6. Confer with USUSA graphic and web designers to coordinate production of all print and electronic material needed for keeping the general public informed of USUSA happenings.
7. Research, write or assist in the writing of copy for corporate promotional materials.
8. Develop ideas and opportunities for feature articles, interviews, presentations, and other public relations activities that promote awareness of USUSA and its committees, legislation and other issues, etc.
9. Develop contacts and relationships with media representatives to create opportunities for keeping USUSA and its related programs and issues in front of the student body, administration, and general community.
10. Promote goodwill through such publicity efforts as speeches, exhibits, presentations, question/answer sessions, etc.
11. Hire a photographer at the beginning of the year to take officer photos to be placed in the USUSA officer display case as well as posted on the website. Coordinate the printing of photos and installation of the photos in the display case.
12. Utilize the Public Relations and Marketing Committee and may establish any other needed committees to assist in this effort.
13. Arrange for public relations efforts in order to meet needs, objectives, and policies of individual USUSA officers, special interest groups, student clubs and organizations, etc.
14. Purchase advertising space and time as required.
15. Assist and coach all USUSA officers and committee members in developing and improving their public image with public speaking engagements, presentations, and preparation of articles for publication.

16. Prepare a presentation to be given at the fall retreat, covering public relations and marketing basics and the different facets of the office. Additional presentations may be given upon request to committees and clubs.

17. Maintain a database of public relations contacts at various media outlets; such as those at the Utah Statesman, local newspapers, and television and radio stations.

18. Advise officers and general office staff on the preparation and presentation of related activities, promotional material, legislation, etc. at displays and exhibits.

19. Assist and coach USUSA officers with public speaking engagements, presentations, and preparation of articles for publication.

20. Field and direct responses to all USUSA media-related inquiries.

21. Have access to and give final approval of USUSA website content, including events posted on the website, design, and photos.

22. Work with Aggie Radio and the Utah Statesman on a regular basis.

23. Manage two budgets: Public Relations and Marketing, and Design.

24. Proofread all documents, posters, or media as necessary that represents USUSA.

25. Keep a record of USUSA organization and committee meeting times and contact information that is updated and posted on the USUSA website.

26. Serve as the liaison between USUSA and the USU Public Relations and Marketing office.

27. Be the primary caretaker of the official USUSA logo and ensure proper usage across USUSA programs.

28. Manage the USUSA digital TV displays and maintain a contact database of other display managers across campus.

29. Act as the primary administrators of all USUSA social media platforms.

30. Employ and manage several student employees as necessary, which may include graphic designers, a photographer, a videographer, a webmaster, etc.

31. Officer will ensure that every member of their council or committee receive the opportunity to be QPR trained through an office sponsored training during the fall semester of the academic year.

II. Programs Sponsored:

1. **USUSA Public Relations & Marketing Committee:**
   The Public Relations & Marketing Director will chair the USUSA Public Relations and Marketing Committee and utilize the committee to accomplish public relations and marketing goals for USUSA.

2. **USUSA Elections Committee:**
   This committee shall assist the Public Relations and Marketing Director (who acts as the Elections Chair) in promoting, organizing, and managing all related elections events and issues, as well as assisting all candidates in obeying elections bylaws, etc.

III. Committee Assignments:

1. University Student Fee Board (USFB)
2. USUSA Ad Hoc Committee Assignments
3. USUSA Elections Committee (Chair)
4. USA Elections Grievance Board Committee
5. USUSA Executive Council (ex-officio member)
6. USUSA Programming Board
7. USUSA Public Relations & Marketing Committee
8. USUSA Activity (Statesman) Fee Administration Fee Committee (Chair)

IV. Appointed Positions
   May include, but not limited to:
   1. Graphic Designers
   2. Photographers
   3. Videographers
   4. Webmasters

V. Time Expectations:
   1. Officer will complete at least 2 hours daily in assigned office, for 10 hours a week unless approved by two SILC advisors and the USUSA Student Body President by 2/3 majority.
   2. Officer will complete 1 info booth hour weekly.
   3. Officer will respond to all assigned myVoice submissions weekly.
   4. Officer will attend at least 1 SOAR open house in the summer months.

I hereby agree that I fully understand my charter and accept full responsibility for my duties as the USUSA Public Relations & Marketing Director.

Printed Name:______________________________

Signed:__________________________________

Date:__________________________