USUSA POSITION DESCRIPTION

USUSA Public Relations Director

Overview

Utah State University Student Association (USUSA) is established for the betterment of each student’s academic experience, student life, and the University community by providing academic representation, uplifting activities, and ensuring a voice in addressing the reasonable needs and wants of the students to the administration.

All officers must adhere to the USUSA Inclusion Statement which reads:

“You belong here. The Utah State University Student Association includes every USU student — we support the principles of diversity, equity, and inclusion. Demonstrating our commitment to these principles, we support and advocate for every student regardless of race, ethnicity, nationality, sex, gender identity and expression, sexual orientation, age, disability, religion, language, worldview, education, socioeconomic background, family structure, veteran status, and other identities and backgrounds. We condemn and stand up against social injustice in all forms. Our commitment to building a more inclusive environment in our organizations, events, campuses, and communities is ongoing — each of us has a role to play in realizing this vision.”

Required Trainings

1. USUSA Officer Canvas Course
2. Upstander/Title IX

Duties & Oversight

The Logan USUSA Public Relations Director identifies, establishes, and maintains mutually beneficial relationships between the Logan USUSA student government and its stakeholders through the following strategic communication and management responsibilities:

1. Ensure USUSA student government is the student voice to all key stakeholders and maintain a positive public opinion of USUSA and its officers
2. Regularly plan and implement USUSA public relations strategies by:
   1. Identifying key public relations objectives to address the organization’s strengths, weaknesses, opportunities, and threats before the beginning of the fall semester.
3. Distribute key messages and information through the news media and maintain relationships with key journalists and outlets, including:
   1. Developing and maintaining relationships with reporters and editors to distribute key messages and information to stakeholders and to provide the media with leads, information, and expertise.
2. Preparing and distributing media relations materials, including press releases, media advisories, media kits, fact sheets, photographs, videos, graphics, editorial content, and other media collateral.
3. Establishing and promoting best practices and procedures for USUSA officers to adhere to when interacting with media representatives.
4. Distribute USUSA key messages and information through various channels, through
   1. USUSA website and social media
   2. Digital advertising platforms, including campus television signage and online media outlets.
   3. On physical advertising platforms, including physical signage, displays, handouts, newspaper ads, apparel, and merchandise.
   4. Emails, newsletters, and mailers.
   5. In-person activities, including tabling events, speeches, exhibits, presentations, and question/answer sessions.
5. Research and evaluate relevant USUSA topics, including programs, communications strategies, audiences, competitive positioning, brand equity and organizational culture
6. Protect the USUSA brand, visual identity, and media assets by:
   1. Training with University Marketing & Communications to understand university brand standards, artwork and signage approval procedures, style guides, and marketing/communications practices.
   2. Ensuring USUSA compliance with university, division, and department brand standards, including trademark and licensing policies.
7. Train and counsel USUSA officers and organizations on the best public relations practices
8. Plan and implement public relations and marketing communications campaigns
9. Hire and supervise the USUSA Public Relations Office to assist in the implementation of public relations strategies, including:
   1. Serving as the chair of the USUSA Public Relations Office.
   2. Hiring an assistant director(s) to assist in strategic management and content creation functions.
   3. Hiring additional committee members (as needed and upon approval)
10. Serve as the liaison between USUSA and University Marketing & Communications (UMAC)
11. Oversee and manage the USUSA Public Relations Budget.
12. Adhere to university, divisional, and departmental fiscal policies and procedures.
13. Ensure that every member of the USUSA Public Relations Office receive the opportunity to be trained on suicide prevention, diversity, and upstander/Title IX during the fall semester of the academic year.

Programs Sponsored

1. USUSA Public Relations Office

Committee Assignments

1. UMAC University Communicators
2. USU Involvement Communicators Council (Chair)
3. USUSA Aggie Blue Leadership Conference Committee (Marketing & Communications)
4. USUSA Elections Committee (Marketing & Communications)
5. USUSA Logan Executive Council (Non-Voting Member)
6. USUSA Programming Board
7. USUSA Public Relations Office (Chair)
8. USUSA Ad Hoc Committee Assignments

Time Expectations
1. Officer will complete at least 2 office hours daily Monday through Friday unless documented approval has been received by their direct advisor and the USUSA Student Body President
2. Attend all mandatory trainings, retreat and events as outlined
3. Officer will respond to all assigned myVoice submissions weekly

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

Printed Name: ________________________________

Signed: ________________________________

Date: ________________________________