

Job Description: SGA Director of Communications

Job Title – Director of Communications

Department – Student Government Association

Title of Immediate Supervisor – Chief of Staff

Compensation – ?

Hours per week – 10

Summary/Objective – The Director of Communications manages all SGA communications, including (but not limited to) social media posts/stories, photography, public statements, letters, and marketing materials. With varied functions and sub-teams to oversee, it is essential that the Communications Director has excellent management and organization abilities. The Communications Director reports to the Chief of Staff and manages the Communications Department.

Essential Functions

- Plan and oversee SGA’s social media accounts
- Create yearly and semesterly Communications budgets
- Draft public statements
- Proof wide-release internal memos/emails
- Manage SGA email and respond to external inquiries
- Direct SGA marketing, including event advertisements and merchandise
- Assemble and supervise teams to assist with the above functions

Competencies

Knowledge:

- General understanding of Instagram, Twitter, and Facebook

Skills:

- Organizational ability
- Active listening and receptivity to feedback
- Clear and effective communicator
- High degree of self-motivation and ambition

Abilities:

- Create and maintain strong interpersonal relationships
- Flexible approach to unexpected situations
- Deductive reasoning and problem solving

Required qualifications:	Preferred qualifications:
<ul style="list-style-type: none">• 3.2 GPA or higher	<ul style="list-style-type: none">• 3.5 GPA or higher
<ul style="list-style-type: none">• 1 professional reference	<ul style="list-style-type: none">• 2 professional references
<ul style="list-style-type: none">• Social media experience	<ul style="list-style-type: none">• Team management experience