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Submitted by: Valerie Del Campo

MUSG Communication Vice President Application 2018-2019

Position Description

MUSG is looking for applicants for the 2018-2019 Communications Vice President position. The CVP serves the chief communications officer of MUSG, its brand, and of all internal and external communications. This is a stipend-paid position from February 15, 2018 - April 30, 2019. It is a great opportunity for a student to gain professional-level experience before entering the field.

What the Communications Vice President does (in accordance with the MUSG Constitution):

1. Responsible for the direction of the MUSG Communications Department
2. Responsible for the oversight of all MUSG internal and external communications.
3. Must be present at all meetings of the Senate. In the case of absence, the Communications Vice President shall arrange for a member of the Communications Department to attend.
4. Report to the President and Executive Board.

The CVP manages and directs the following positions:

Creative Director

Responsible for all visual art, design, and production. Supervises a team of volunteer graphic design assistants. This is a student leadership position, for which an honorary stipend is given. While minimum work hours are not specified and employees in this position do not track hours, in general a student who is successful in the role devotes about 10 hours per week to their leadership responsibilities.

Graphic Design Assistants

Responsible for creating art, graphic design, and advertising to support MUSG programs and services. Five office hours per week expected. Volunteer.

Public Relations Director

Responsible for all public relations efforts, including press releases, blog posts, newsletters, social media and media contact. Supervises a team of public relations assistants. This is a student leadership position, for which an honorary stipend is given. While minimum work hours are not specified and employees in this position do not track hours, in general a student who is successful in the role devotes about 10 hours per week to their leadership responsibilities.

Public Relations Assistants

Responsible for creating press releases, newsletters, blog posts, social media posts and other public relations pieces. Five office hours per week expected. Volunteer.

Multimedia Director

Responsible for the photo and video needs of MUSG. This is a student leadership position, for which an honorary stipend is given. While minimum work hours are not specified and employees in this position do not track hours, in general a student who is successful in the role devotes about 10 hours per week to their leadership responsibilities.

Multimedia Assistants

Responsible for photographing selected MUSG-sponsored events and creating video content for MUSG. Five hours per week expected. Volunteer.

Qualifications

A successful candidate for the Communications Vice President position will be an enthusiastic leader with experience in managing teams, managing a multitude of tasks, and is highly adaptable. The successful candidate will also bring many, if not all, of the following professional qualifications, skills, experiences, and personal qualities:

- Values consistency in all external and internal releases.
- Is a strategic communicator. A strategic communicator is someone who takes a campaign idea, designs a plan that is driven by insights, executes the campaign, and evaluates it for future insights.
- An ability to set and abide by firm deadlines.

- **Proficiency with Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Microsoft SharePoint, and Wix Website Designer.**
- **It is highly recommended that the candidate is familiar with the MUSG brand identity, MUSG mission and values, and social media presence.**

Interview Process

Applicants will be reviewed by a committee consisting of the Student Body President, current MUSG Communication Vice President, a current member of the MUSG Communication Department, a representative of the Office of Student Development, an MUSG Senator, and a student-at-large.

Applicants are required to submit an application and resume on MIL, followed by at least one interview with the committee.

Benefits

This individual is considered a Marquette employee and earns a \$4,500 stipend (\$3,000 Fall semester, \$500 Spring semester, \$1,000 summer term). This position also fulfills a 3-credit hour internship (which needs to be arranged through the Diederich College of Communications). CVPs have often been able to manage another full-time position during the summer in addition to this position.

General Information

First name

Valerie

Last name

Del Campo

Marquette Email**MUID****Current Campus Address****Phone****Class Standing**

Junior

Anticipated Graduation Date

May 2019

Major(s) & Minor(s)

Major: Corporate Communications Minor: PR and Business Administration

Cumulative GPA**Anticipated Credit Hours Spring 2018**

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Additional Information

Which, if any, of the following computer programs are you skilled at using?

Adobe Illustrator
Adobe PhotoShop
Adobe InDesign
Adobe Premeir Pro
MailChimp

Will you be in Milwaukee during the summer of 2018?

Yes

Are you able to commit to a full year (through May 2019) in this position?

Yes

Will you be available to attend the Olson Family Leadership Institute on April 7, 2018?

Yes

Application Questions

Please attach your responses to the questions below, a resumé with the names and telephone numbers of at least one professional reference (employment supervisor or an advisor for activities, involvement, or academics), a copy of your spring 2018 schedule, and an unofficial copy of your Marquette transcripts.

1. What classes or professional experiences have best prepared you for this role?
2. How would you incorporate MUSG's mission and values into your team and within the work they produce in communicating with students?
3. Tell us the story of you in 6 words or less.
4. What could a marketing/communications campaign look like with a goal to increase attendance at Student Senate meetings?

Question Responses

Uploaded File: MUSG_CVP_application.docx

Resume with at least one professional reference

Uploaded File: Resume_final.pdf

Spring 2018 Schedule

Uploaded File: Screen_Shot_2018-01-11_at_5.18.58_PM.png

Marquette Transcripts (unofficial)--can be downloaded from CheckMarq

Uploaded File: SSR_TSRPT.pdf

Signature

By checking this box, you agree to the following: *I understand that I cannot hold office with Marquette University Student Government if I am on academic or disciplinary probation and I authorize the review of my academic and disciplinary records for the purpose of verification.*

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