The Central Student Association (CSA) is the undergraduate student association at the University of Guelph. We advocate on behalf of our membership, representing their collective interests on a diverse range of issues such as public transit, housing, student rights and the accessibility of education. In addition, we offer numerous services and programs such as the Bullring Cafe, universal bus pass, health and dental plan, Bike Centre, Clubs, SafeWalk, Student Help and Advocacy Centre, printing and promotional services.

**PROMOTIONAL SERVICES AND GRAPHIC DESIGN**

The Promotional Services and Graphic Design (PSGD) office works with Executive, Services, and Staff to implement promotion and advertising of the CSA, its campaigns, programs, and services.

In addition, the PSGD is responsible for managing the following Promotional Services: large format printing and design, cross-campus poster runs, rental advertising spaces, button maker rentals and button making supplies and designs for purchase. Further information can be found at: [https://csaonline.ca/services/promotional-services](https://csaonline.ca/services/promotional-services).

As a staff member, the PSGD must uphold and support the [CSA’s Mandate and Approach](https://csaonline.ca/mandate-and-approach) and work towards the overall success of the CSA and the Team as we serve our members.

<table>
<thead>
<tr>
<th>Term</th>
<th>March 28, 2022 to April 30, 2023, with opportunity to renew upon favourable evaluation Total 57 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>35-37.5 hours per week (to be completed on site)</td>
</tr>
<tr>
<td>Annual Salary</td>
<td>$45,000</td>
</tr>
<tr>
<td>Benefits</td>
<td>Health and Dental Plan Coverage – single/family Personal Emergency Leave Days (PED) – 3 days paid Transportation Benefit of $700 Personal Benefit Allowance of $300 annually Education/Retirement Benefit equal to 3% of earnings Paid end of Fall semester break: December 19, 2022 to January 9, 2023, inclusive Common Vacation Block: July 29, 2022 to August 12, 2022, inclusive (may be amended if required)</td>
</tr>
<tr>
<td>Executive Supervisor</td>
<td>President</td>
</tr>
</tbody>
</table>

**TRAINING AND TRANSITION**

- To be provided with the Operations Manual for this position
- Required to complete the following online training modules:
  - Workplace Health & Safety (2.5 hrs)
  - Anti-Oppression (1 hr)
  - Workplace Violence & Harassment (1.5 hrs)
  - Accessible Service Provision (1 hr)
  - Covid Infection, Prevention and Control Awareness (.5 hr)
- Required to receive additional PSGD specific training during the first week of contract from outgoing staff member
- Throughout the term of employment, required to update the PSGD Operating Manual and electronically submit the updated manual to the Office Manager and the Policy & Transition Manager prior to the end of the contract
GENERAL RESPONSIBILITIES
• Prioritizing and managing projects, mindfully connecting them to the bigger CSA picture
• Maintain regular Promotional Service and Graphic Design hours (9 am to 4:30 pm)
• Annually review Poster Run board locations, routes, and University of Guelph policy & guidelines in the summer semester
• Supervise and train the two Poster Runners (Fall and Winter)
• Actively participate in all general and core staff meetings
• Maintain a biweekly time log for submission to the Business Manager

CSA PROMOTIONAL RESPONSIBILITIES
• Work with the President to review, update, and educate Executive and Staff on, and adhere to, the CSA visual identity guide which includes, but is not limited to, protocol for the use of CSA and CSA Services logos, colour palette, typography, stationery, website, and social media presence
• In collaboration with the President, evaluate a standardized method of advertising that ensures the CSA is adequately and fairly represented in materials from all spectrums of the CSA, including but not limited to ensuring the CSA logo is on all materials and that the website is used to advertise relevant events and news
• Educate and inform Executive and Staff early in their term of all promotional opportunities available to them
• Be familiar with avenues of advertising opportunities on campus and in the Guelph community to best advise the CSA Executive and CSA Staff in communicating upcoming events and important information
• Engage with, and be a promotional resource to, all CSA services and staff
• Assist the Executive to effectively manage the cycle of major events; informing them in a timely manner as to their roles, responsibilities, and deadlines
• In collaboration with the President, ensure the CSA Year at a Glance Calendar is kept current and accessible
• Anticipate and prepare for regularly occurring major events, providing options and recommendations
• Manage space assets to provide maximum exposure (website, digital screens, kiosks, banner space, bulletin boards)
• Regularly meet with CSA Executive and Services to provide and initiate marketing, promotional, and technical advice.
• Collaboratively plan and provide advice regarding advertising and promotional campaigns, including costing

CSA MAJOR EVENT RESPONSIBILITIES
Elections
• In addition to the standard materials (posters, banners, and digital graphics) design and set-up promotional items in consultation with the Elections Team, Policy & Transition Manager and, as appropriate, the President
• In collaboration with the Elections team, update the promotional services information package for election candidates
• Assist candidates during the campaign period with printing posters and banners

Hiring
• In consultation with the Office Manager and Business Manager, format the job descriptions for posting and update hiring information on the CSA website
• Promote the hiring period to the broader student population

Annual General Meeting
• In consultation with the Policy & Transition Manager, design promotional materials and format the AGM package, adhering to the timelines provided in the bylaws

Orientation Week
• Early in the summer semester, collaborate with the President and VP Student Experience to develop a promotional strategy, establish timelines, and create materials for all CSA Orientation Week events
• Initiate the decision-making process for establishing the CSA’s submission(s) for Residence Room Stuffing (this initiative reaches over 5,000 first year students). Ensure deliverables are received, bundled, and submitted on time (early August)
• Collaborate with the President and VP Student Experience to design and order swag materials such as, but not limited to, t-shirts, carrier bags, water bottles, and pens
WEBSITE, SOCIAL MEDIA, AND QUALTRICS

• Maintain the CSA website and ensure all information is current and relevant (this includes, but is not limited to, job postings, events, office hours, Board of Director and staff listings, services’ pages, policies, and bylaws, etc.
• Create new pages for the website as needed
• Design and update the website’s rotating banner as needed
• Design social media graphics as needed
• Develop Qualtrics surveys as requested

PROMOTIONAL SERVICE RESPONSIBILITIES

• Promote the service to students and on-campus groups
• Annually review and establish an internal and external Pricing Chart, in consultation with the Business Manager and Office Manager
• Maintain adequate levels of supplies
• Maintain a regular external invoicing system and a monthly internal invoicing system with the Business Office
• Meet with the Business Manager to review monthly budgets and review costs
• Generate revenue and manage the following services for internal and external use:
  o Large Format Printing
  o Kiosk and Banner Space Rentals
  o Digital Signage
  o Graphic Design
  o Printing Services
  o Campus Poster Runs
  o Button Makers

QUALIFICATIONS:

• Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat) and Microsoft Office Suite (Word, Outlook, Powerpoint)
• Experience with content management systems (Drupal, Wordpress), knowledge of HTML
• Excellent communication skills; ability to listen, interpret, and clearly express ideas
• Proficient writing, editing, and proof-reading skills
• Highly organized and able to manage multiple projects in a fast-paced, deadline-driven, collaborative environment with an acute attention to detail
• Experience with marketing and/or marketing strategies an asset
• Works well in a team environment, but also displays initiative and must be able to work independently
• Ability to work through stressful situations and solve problems quickly
• Budget management and basic invoicing
• Undergraduate degree or diploma in Graphic Design or Digital Communications or equivalent work experience
• Familiarity with CSA services, campaigns, and programs is an asset

Applications must include a cover letter, resume, and writing/design sample or PDF of portfolio
We are looking for your ability to convey a message to us clearly and concisely while being visually appealing.
Please choose your submission with that in mind.

Deadline for applications is Tuesday, March 1, 2022, at 4:00 pm
Resumes and Cover letters should be submitted online through the CSA application process found at http://www.csaonline.ca/jobs
For a complete copy of the CSA Hiring Policy, visit https://csaonline.ca/about/bylaws-policies. The CSA hiring policy is found in Appendix C of the Policy Manual, Section 4.0.

The CSA is committed to employment equity and to the creation of a working environment that is welcoming for all applicants. We particularly encourage applications from women, Aboriginal peoples, persons with disabilities, racialized people, international students and members of Queer communities.

The Central Student Association welcomes and encourages applications from people with disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process. To arrange accommodations please contact csamain@uoguelph.ca.

New hires who require an Accommodation Plan must request a meeting with either the Business Manager or the Office Manager (CSA HR Support Team) prior to the hire date specified in the employment contract. This meeting will be confidential and specific to the individual’s needs.