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 COORDINATOR

The Promotional Services Coordinator (PSC) works with Executive, Services, and Staff to implement promotion and advertising of the CSA, its campaigns, programs, and services. This role is essential in leading the promotions of the CSA by proactively anticipating the major cycle of events, acting as a resource for the team, and establishing a connection with our members to ensure the success of our events.

In addition, the PSC 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

As a staff member, the PSC must uphold and support the CSA’s Mandate and Approach and work towards the overall success of the CSA and the Team as we serve our members.

| Term | May 8, 2023 to April 30, 2024, with opportunity to renew with favourable evaluation and recommendation from Supervisor
| Total 51 weeks |
| Hours | 37.5 hours per week (to be completed on site) |
| Annual Salary | $48,000 |
| Benefits | Health and Dental Plan Coverage – single/family
| Personal Emergency Leave Days (PED) – 5 days paid
| Paid Parking Pass or Bus Pass (as provided through the CSA)
| Personal Benefit Allowance of $600 annually
| Education/Retirement Benefit equal to 3% of earnings
| Paid end of Fall semester break: December 18, 2023 to January 8, 2024, inclusive
| Common Vacation Block: August 8 to August 18, 2023, inclusive (may be amended if required) |
| Executive Supervisor | President |

TRAINING AND TRANSITION

- Required to complete the following online training modules:
  - Workplace Health & Safety
  - Anti-Oppression
  - Accessible Service Provision
  - Sexual and Gender Based Violence Awareness
- Required to attend the following in-person training modules:
  - CSA Staff Orientation
  - Workplace Respect – Legislated Training
  - CSA Positive Workplace
  - Workplace Violence & Harassment
  - Conflict Resolution
- Required to receive additional PSC specific training during first two weeks of contract from outgoing staff member
GENERAL RESPONSIBILITIES

- Prioritizing and managing projects, mindfully connecting them to the bigger CSA picture
- Annually review the CSA Pricing Guide for internal and external use with the Business Manager and the Office Manager
- Maintain regular Promotional Service and Graphic Design hours (9 am to 5:00 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 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 and promotional 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 Coordinator 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 President and Policy & Transition Coordinator, 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 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:
• Fluent with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat) and Microsoft Office Suite (Word, Outlook, Powerpoint)
• Experience with content management systems (Drupal, Wordpres), 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
• Works well in a team environment, but also displays initiative and must be able to work independently
• Proficient in building print-ready files with an acute attention to detail
• 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. 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, April 25, 2023, at 4:00 p.m.
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 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.