

At-a-Glance

VP Communications



Description:

The VP Communications is vitally important to the society. They are responsible for letting the student body know about events, services, & programming in order to attract as many people as possible to these events. Every single portfolio in the society works with you; you are the gateway between outside & inside the society.

The VP Communications is responsible for:

- Maintaining, solidifying, or directing the SciSoc brand & style
- Creating & posting on social media as a means of communicating with the student body
- Ensuring accessibility in these posts by using the ALT text function, using a contrast checker, etc.
- Creating "events" on Facebook to keep students aware of posts
- Finding ways to increase following; learn social media engagement & functionalities
- Working with the other portfolios to come up with ~vibes~ for their events and figuring out creative, effective ways to market them
- Maintaining the society
- Maintaining, planning, and following a strategic social media schedule

The VP Communications oversees:

- Social Media Director(s): Responsible for posting on socials, keeping tabs on the DMs and directing questions from these DMs to the appropriate people
- Social Media Analyst: Not a position that exists this year but a good place to expand: would be responsible for analysing post analytics in order to optimize student engagement
- Graphic Designer: Responsible for making the posts that would go up on social media
- Webmaster: Responsible for maintaining the website
- Photography and Media Production Officer: Responsible for photographing in-person events, compiling and editing videos where needed

Projects/Services/Events:

- Increasing follower count and engagement
- Answering incoming DMs as quickly and effectively as possible, connecting people with other team members where necessary
- Collaborating with the other executives to ensure their initiatives are relayed appropriately to the student body
- "STEM days" (ie. Avogadro's day, World Oceans Day, etc.) make stories to interact with students