

## Job description for Communicator

The communicator is responsible for managing the external communication of the student union. They oversee all communication channels, including the MDSU website and social media accounts. Additionally, the communicator oversees marketing the student union's activities and ensuring that all graphic materials are up-to-date and relevant.

### External communication

The communicator is responsible for ensuring that the channels used by the student union to communicate with students are engaging, up-to-date, and relevant. This includes managing and updating the website, sending out monthly mass email newsletters also when needed, and producing and placing the monthly "*Toilet Paper*" and other posters for events and promotions. Additionally, the communicator is tasked with maintaining consistent branding, engaging with students through social media, and collaborating with others in the office to promote events, initiatives, and services offered by the student union. Their role is vital in fostering clear and accessible communication between the union and students. The communicator also holds a monthly meeting with the MDU communicator to coordinate and ensure consistent information delivery to students.

### Marketing

The communicator is responsible for planning and implementing the marketing plan of the student union's activities and events. Ensuring that the marketing is uniform, clear and reaches the target group. It also means to design and order relevant profile material to increase the student union's visibility among the students. And to market and administrate our social media platforms. This also includes Doctoral student council's activities and events.

### Graphic material

The communicator is responsible for the graphic material used by the student union is current and follows the student union's governing document. It also means creating new and updating existing material and archive material that is out of date and ensuring that the student union has the right conditions for the assignment. The communicator is also responsible for maintaining and updating the graphic profile, ensuring its proper use across all materials. Additionally, they oversee the design and procurement of new branded items, such as office hoodies. And giveaways for members, and promotional items for Student Representatives and the Doctoral Student Council.

### Additional work time

The communicator serves as a backup for the receptionist when they are unavailable. Additionally, the communicator holds a monthly meeting with the Senior Advisor to report on activities, evaluate progress, and plan for the upcoming month. In collaboration with the Senior Advisor, they also coordinate the monthly members' breakfast event. Remaining work

hours should be allocated to evaluation, planning, and supporting other areas of the union as needed.

**Additional group projects/meetings**

The group projects/meeting are written in the document *“Job description for the group to work towards common goals.”*