

Keepin' It Kind: Executive Role Descriptions 2025-26

Keepin' It Kind (KIK)'s vision is to offer all students at McMaster the opportunities, learning, and support needed to foster a healthy sense of self. We work to instill a sense of self-worth in all students through practices of self-compassion, mindfulness, and reflection techniques. We want everyone to recognize their value! With that, we strive to create a space where students can learn about the importance of having a healthier relationship with oneself and how to go about doing so.

This year, KIK's executive team will include co-presidents, 7 executive team members, and a fundraising committee.

- **VP Finance**
- **Director of Marketing (2 positions)**
- **Director of Internal Relations (2 positions)**
- **Director of External Relations (2 positions)**

Due: **August 24, 2025 at 11:59 PM**

VP Finance (1)

Summary: You will be responsible for managing the club's finances, tracking expenses, and budgeting for events.

Key Responsibilities:

- Planning and overseeing the annual budget, day-to-day financial activities, general budgeting, invoicing, and reimbursements
- Managing all payments to and from the club
- Creating detailed financial records of all transactions
- Distributing the club's budget and guest speaker monetary amounts

Director of Marketing (2)

Summary: You will be responsible for developing, managing, and implementing marketing plans to promote KIK's events and initiatives.

Key Responsibilities:

- Actively managing social media accounts (Instagram, TikTok, etc.) to build KIK's brand and maintain engagement with students
- Establishing a strong brand identity via social media (Instagram, TikTok, etc.)
- Creating and distributing graphic designs and promotional materials for events
- Creating a marketing plan and content schedule in collaboration with co-presidents

Director of Internal Relations (2)

Summary: You will be working closely with the co-presidents, executive team, and various stakeholders to coordinate activities, manage resources, and support the overall mission of the club.

Key Responsibilities:

- Handling the logistics and organizational aspects of the event, either in person or online
- Contacting MSU and ensuring all room bookings for events are processed in a timely manner (eg- filling out EOHSS forms)
- Aiding in the ideation and organization of innovative and engaging club events
- Taking meeting notes and keeping other executive members informed of their action items

Director of External Relations (2)

Summary: You are responsible for maintaining a role as a liaison between the fundraising committee, the clubs across McMaster, and external organizations

Key Responsibilities:

- Conducting outreach on behalf of KIK to develop partnerships with other student-run clubs and organizations
- Supporting co-presidents in securing speakers for events
- Leading the fundraising committee and being a liaison between the executives and the fundraising committee
- Setting meetings with the committee for brainstorming and implementing fundraising ideas