

### **2022-2023 Role Descriptions:**

Note: The following roles may be adjusted in Fall of 2022 due to uncertainties relating to COVID-19. Certain executive roles will be assisted by a Junior executive, who will support the executive team with respect to their specific role and will be recruited in Fall of 2022.

*All executives will be expected to start their roles in June of 2022 in preparation for the school year.*

#### **VP Administration X 1**

- Be responsible for internal communications of the club, which includes but is not limited to announcing meetings, distributing minutes, general announcements, relaying any concerns of the executive or general volunteers to the president
- Book rooms for meetings in advance, tables, rooms & banner
- Set up virtual meetings and provide relevant information prior
- Prepare and maintain documentation and minutes of club and executive meetings, post minutes at most 1 day after meeting
- Nominate club for MSU awards
- Manage and work alongside a Junior Executive who can aid in VP Administration tasks

#### **VP Finances x 1**

- Be responsible for ordering goods (ex. merch, giveaway goods, etc.)
- Be responsible for the preparation of the club's annual budget: ensure the budget is followed and update throughout the year –budget request form
- Handle all expense claims and reimbursements from the MSU (receipts must be kept on file for future reference)
- Be responsible for the storage, safeguarding, and control of cash on hand which is at the disposal of UNICEF McMaster
- Donate all money on behalf of UNICEF McMaster at the end of every event

#### **VP Fundraising x 2**

- Plan and execute events alongside VPs Events with the primary goal of raising funds for the club and specific causes
- Come up with plans for events and forward all booking information to VP Admin at least 2 weeks in advance
- Draft volunteer schedule for each event and delegate tasks to subcommittee members
- Write short event descriptions and recaps including how much money was raised to be posted on our website by VPs Marketing
- Manage and work alongside a Junior Executive who can aid in VP Fundraising tasks

#### **VP Events x 2**

- Plan and execute events alongside VPs Fundraising with the primary goal of raising awareness for a specific cause
- Come up with plan for events and forward all booking information to VP Admin at least 2 weeks in advance
- Seek sponsors on a continuous basis and keeping in touch with existing sponsors
- Work alongside VP Education to plan events supporting UNICEF Canada Initiatives
- Manage and work alongside a Junior Executive who can aid in VP Events tasks

## **VP Marketing x 2**

- Work to create a website for UNICEF McMaster (can be Wix or Wordpress) by the end of August and regularly update it with event information, blog posts, exec intros, etc. throughout the year
- Attend to the overall maintenance of all UNICEF McMaster related social media pages
- Create promotional material to post to UNICEF Facebook and Instagram (must be proficient in Canva or Photoshop)
- Draft schedule for posting (~2 weeks before the event happens)- outlines who will post on which days and in which groups
- Post promotional material to external Facebook groups and other social media pages
- Take photos and media during events to be shared on various platforms following the event
- Manage and work alongside a Junior Executive who can aid in VP Marketing tasks

## **VP Education x 1**

- Research UNICEF's current campaigns and actions and disseminating the information for the executive team
- Recruit and manage a subcommittee to create regular blog posts and infographics highlighting UNICEF Canada initiatives
- Responsible for keeping subcommittee members up to date on the efforts of executive members
- Work alongside VP Events and VP Fundraising to inform event planning in accordance with UNICEF Canada initiatives
- Lead planning for an educational panel event

## **VP Outreach x 1**

- Seek volunteer opportunities in the local Hamilton community and share them with UNICEF McMaster through a monthly newsletter & social media platforms
- Recruit volunteers throughout the year
- Responsible for keeping general volunteers up to date on the efforts of executive members
- Must provide general members with updates on upcoming volunteer opportunities with the club
- Connect with local Hamilton Non-Profit Organizations to host small scale initiatives such as can-drives, clothing-drives, etc.