



SFSU MA 2021-2022 Board Member Titles & Responsibilities

President - Cristian Munoz

- Oversee all operations
- Identify off-campus sponsorship opportunities
- Run weekly meetings and provide all briefing materials and exercises
- Create professional development opportunities within the organization
- Identify branded promotional giveaway items and outerwear for board members
- Facilitate fall and spring tabling events
- Update titles and responsibilities for each board member

Vice President

- Assist the president in overseeing all operations
- Book locations for meetings and schedule virtual meetings
- Update the organization's Google Calendar (with meetings, events, etc.)
- Oversee website admin
- Oversee all internal and external financial transactions
- Plan and balance the budget
- Work with Event Coordinator on planning events to raise money
- Must attend mandatory Student Organization Leadership meetings



Event Coordinator

- Identify and book company tours and guest speakers for general meetings
- Assist in the event logistics and keep the audience engaged
- Create partnerships with other professional development organizations
- Manage and organize social and off-campus events
- Organize and plan the official Graduation Ceremony
- Work closely with the Vice President for budgeting events

Director of Social Media

- Oversee all internal and external communications within the organization.
- Manage Instagram, Reels, LinkedIn and other social media platforms.
- Create scheduling for all social media posts
- Facilitate outreach via social media DMs to promote events.
- Compile weekly analytics reports (Insights) for all social platforms.
- Act as the spokesperson for the organization.
- Manage the organization's overall reputation.
- Oversee Marketing Content Creators and Email/SMS Marketer, with preliminary jurisdiction over all content and posting.
- Work closely with the President and Vice President to finalize a media kit for branding purposes.
- Set up and manage communication systems, including Mailchimp for email marketing and Remind SMS system.
- Respond to all DMS on weekly basis, and Report



Marketing Content Creators

- Create graphics and media for the organization.
- Create engaging captions for posts
- Assist Director of Social Media with content creation and management.
- Provide deliverables
- Oversee creative initiatives such as the Graduation Flyer Competition.
- Coordinate with the Director of Social Media for content approval and posting.

Email/SMS Marketer

- Produce and send out emails for events and announcements
- Oversee all email marketing operations.
- Maintain and respond to the organization's emails, referring emails to the appropriate point of contact.
- Organize new member sign-ups.
- Be the main form of communication for members who have questions.
- Collaborate with the Director of Social Media for content approval and timing of email/SMS blasts.