



University of Queensland Medical Society Inc.

Position Description

Marketing and Media Team



University of Queensland
Medical Society Inc.

About the UQMS

Established in 1936, the UQMS is a not-for-profit, incorporated association which strives to support and enrich the UQ medical school experience. Through a significant range of academic, social, wellbeing, philanthropic, cultural, advocacy, and leadership opportunities, the UQMS aims to inspire and develop well-rounded medical students. Comprised of over 100 volunteers, it is one of the largest and most successful student organisations in Australia. The UQMS works closely with the UQ Faculty of Medicine as well as local, state, and national bodies to ensure that all UQ medical students benefit from a student built community like no other. Above all, the UQMS values inclusivity, diversity, integrity, connectivity, fulfilment, and excellence throughout their actions, events, and activities.

About Convenors of the UQMS

Convenors are the event organisers and initiative coordinators of the UQMS. Be it as an individual or in a team capacity, convenors plan, prepare, and execute a wide array of academic, social, wellbeing, professional development, and community events and initiatives. Convenors belong to UQMS subcommittees corresponding to a Management Committee portfolio and can be elected or appointed, individually or in teams, generally for one year terms.

As a UQMS Convenor, the office bearer is expected to:

- Actively contribute to the day-to-day planning and implementation of their event and/or initiative;
- Dedicate themselves and remain committed to effective teamwork and the success of their event and/or initiative for the duration of their term, including handover;
- Adhere to all UQMS Rules, Bylaws and Policies, and comply with all plans enacted at a portfolio level; and
- Provide regular reports and updates to their corresponding Management Committee member, and be advised by them where appropriate through open communication channels.



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About the Role

The Marketing and Media Team is a group of 3-4 who oversee all elements of UQMS's visual identity and branding to ensure brand consistency. They are also involved in the design of promotional materials for UQMS events and initiatives in collaboration with the Engagement Officer.

Roles and Responsibilities

1. Creation of Promotional Materials for the UQMS social media pages

- Production of UQMS promotional material, in collaboration with the Engagement Officer to improving UQMS's social media presence and communication regarding events and information to students.
- Regular social media posts via Instagram and Facebook after UQMS events.
- Creation of promotional posters, graphics and videos for our initiatives.
- A focus on content creation (instagram reels, tik toks) including brainstorming ideas, organising creators, editing videos etc.

2. Development of UQMS branding and other design elements

- Oversight of all elements of UQMS's visual identity and branding to ensure consistency.
- Assisting the Engagement Officer with the maintenance, expansion and oversight of the UQMS Website design.
 - Attend meetings with the UQMS Engagement team (Secretary, Engagement Officer, Merchandise Officer, IT Officer and Trephine Editors) and collaborate to further UQMS branding.

Desirable Candidate Qualities

The prospective candidate should consider the following desirable candidate attributes:

- Experience and knowledge of Photoshop, InDesign, Canva, Illustrator or other design programs is highly recommended!
- Experience in video editing and media production is essential for at least one member in the team.
- Enthusiasm and an eye for visual design
- Experience working in communication or public campaigns



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Process for Nomination for Election

If you wish to apply, please complete the following:

1. **Ensure you are all Full Ordinary members of the UQMS** before applying. If you are unsure, email secretary@uqms.org to check your membership.
2. Potential candidates are **strongly advised to contact the secretary before applying (secretary@uqms.org)**.
3. Fill out the Google Form for applying for elected roles, as linked on the [Elections Page](#).
4. Please see our [Elections Page](#) for more information including the **election timeline**. No late submissions will be accepted.
5. The [Elections Page](#) also contains links to relevant UQMS Governing Documents, FAQs and Nomination Forms. Please familiarise yourself with these, particularly the UQMS By-Laws (Part 1 and 3) and the Campaigning Social Media Policy to ensure you comply with the rules of the Association.

General Enquiries

For more information, please contact UQMS Secretary at secretary@uqms.org. For election specific enquiries, please contact the Electoral Officer at elections@uqms.org.

University of Queensland Medical Society

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For office hours see: <http://uqms.org/contact/>

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