








## **Row the Vote Marketing Coordinator\***

Undergraduate Student Government 2024-2025

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### ***General USG Staff Expectations:***

All individuals accepting a position within or associated with USG campaigns must sign and abide by the:

-  USG Conduct Code
-  Communications Policy
-  Employees, Project Members, and Volunteers Policy
-  Sexual Misconduct Policy
-  Conflict of Interest Policy
-  Equal Opportunity and Non-Discrimination Policy
-  Record Keeping Policy

### ***Row the Vote Overview***

The 'Row the Vote' (RTV) Campaign, lead by the Government and Legislative Affairs team of the Undergraduate Student Government, is a nonpartisan campaign aimed at increasing voter registration, engagement, and participation among students for the 2024 United States Elections. This effort builds on UMN's impressive track record of having the highest voter participation rate among public universities in Minnesota during the 2018 and 2020 federal elections and contributing to Minnesota's third highest youth voter turnout in the 2022 midterms. The campaign includes direct peer-to-peer engagement, a student-led team of volunteers and paid campus vote captains, and a nonpartisan Get Out the Vote campus coalition.

### ***Position Overview***

The Row the Vote Marketing Coordinator will serve as the lead on any election-related communications material and will work exclusively on Row the Vote content. The Marketing Coordinator will serve as a liaison between the Government and Legislative Affairs Team and the Communications Team to ensure the creation and execution of all marketing and communications materials necessary for the success of the RTV Campaign.

### ***Position Commitment and Compensation***

The Row the Vote Marketing Coordinator is expected to attend weekly Row the Vote meetings on Fridays from 3-4pm either in person at the USG office in Coffman Memorial Union or via Zoom. If you are unable to attend at this time, you may still apply for the position but please indicate your availability on the application.

This position will be compensated with a stipend of \$500.00, issued in a one time payment. This stipend is contingent upon the individual successfully completing their role responsibilities.

This position will begin approximately on August 26, 2024, and ends on December 1, 2024. If the individual leaves their role prior to the position end date, this may be reflected in their stipend.

***Position Duties and Responsibilities***

Row the Vote Marketing Coordinator will:

- Serve as a liaison between GLA and USG's communication team for election-related content.
- Reports to both the Executive Director of Government and Legislative Affairs and the Executive Director of Communications. Works closely with the Director of Civic Engagement.
- Creates all physical and social communications needs, including RTV graphics, social media posts, voting pledge sheets, digital campaigns, and all-campus emails.
  - *Experience in or knowledge of creating graphics, flyers, or other event/campaign materials is necessary for this position. Experience can be professional, academic, or through another student organization.*
- In collaboration with the Elections Coordinator, create a Row the Vote post-election report to highlight the successes and challenges of the campaign.
- Collaborates with the Communications Team to coordinate social media and outreach efforts associated with the Row the Vote campaign.

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\*This position description may not include all aspects of the position. The USG staff member is expected to respond appropriately to requests by their supervisor.