



THE ENGINEERING SOCIETY
OF QUEEN'S UNIVERSITY

Beamish-Munro Hall, Rm 106, Queen's University, Kingston, Ontario, K7L 3N6
Tel: (613) 533-6008 | Fax: (613) 533-2756
www.engsoc.queensu.ca

Position Manual

Director of Communications

Prepared by: Laura Penstone
Director of Communications, 2015-2016
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Updated by: Heather Simmons
Director of Communications, 2016-2017
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Position Summary

The main task of the Director of Communications is to ensure that all engineering students are well informed of the great opportunities and events within the Society. This is accomplished through social media, the AllEng e-mail, and by offering communications services (photography, videography, and graphic design) to student groups. The hub of the Communications portfolio is engsocomm.com. Requests for communications services can be made through this website and some examples of past work can be viewed in the portfolio tab.

AllEng/TIFR

The AllEng e-mail is a weekly newsletter sent out to all engineering students. The content of the e-mail is made up of blurbs of information about upcoming positions, events, etc. that are submitted through the Communications website. The submissions are limited in length to maintain student interest. They should be included in all e-mails up until the event has occurred or the deadline has been reached. When submitting the AllEng request, there is an option for the user to have their message put in the TIFR (This is for Real) section of Golden Words.

TVs

The DoComm is also responsible for the TVs located in the ILC atrium and the Clark stairwell. The ILC TV currently runs using the Faculty's digital signage software whereas the Clark TV runs on EngSoc's own digital signage. EngSoc's digital signage is run through UC View and allows much greater potential for customization as well as remote access. Both TVs display upcoming events, position applications, archive photos, recent event photos, Tea Room ads, etc. Student groups can request to have a slide on the TV.

Communications Team

The Communications Team is comprised of the wonderful volunteers who help with the three main services: graphic design, photography, and videography. Requests are made through the Communications website.

Photography

- Photograph events
- Head shots
- Watermarking

Videography

- Videography at events
- Promotional videos

Graphic Design

- Logos
- Posters and banners
- Facebook event cover photos
- Clothing design

Social Media

The Director manages the Facebook, Twitter, Instagram, and Snapchat accounts for the Society. The accounts are typically a combination of useful information (85%) and humour (15%). Humour makes the Engineering Society more relatable, approachable, and is what brings in the most followers. The FYPCO helps to curate content for the Instagram.

Elections

The Communications Team in collaboration with the Elections Team and the Director of Internal Affairs creates an elections marketing campaign. This campaign is to help ensure students are aware that elections are taking place, and to increase the voter turn-out.

People I Work With

One of the most exciting parts of the Communications portfolio is the number of people that the DoComm has the opportunity to interact and collaborate with. You would be hard pressed to

find a member of the E/D team or other highly involved individuals who have not had some form of contact with the DoComm. This offers a great opportunity to meet new people and learn about what is happening within the Society.

The Current Executive/Director Team

The members of the Executive/Director Team often need messages in the AllEng, posts on Facebook, or help from the Communications Team to create content for their respective portfolios.

Communications Team

The Communications Team has meetings to discuss projects and new ideas. The Communications budget includes money allocated towards providing pizza for the Communications team. This helps thank the volunteers for their hard work.

Managers

The managers meet with their respective teams to go over logistics. The Director meets with the managers to get updates and discuss action plans.

FYPCO

The FYPCO helps create content and campaigns for EngSoc's social media accounts. They work with the other members of the team to develop their ideas and create content that is informative, engaging, or humorous.

Internal Records Officer(s)

The Internal Records Officers visit the archives on campus to find old photos and stories. They share the rich history in an interesting and engaging manner on social media outlets. They also help with the development of the EngSoc History in March.

Relevant Policy Manual Sections

Policy is not a very big part of the Communications portfolio, and as such is not very developed. The Director of Communications position description can be found in section C.9 of the policy manual and is included in the appendix of this manual.

Regular Tasks

The day-to-day duties of the DoComm involve meetings, emails, and helping out with communications tasks within the Society. The AllEng, which is sent out every week, will require compilation before being sent to the Vice President (Student Affairs) on Sunday evening. The TIFR is sent to Golden Words every Sunday before 6pm. The TV is also updated on a weekly basis.

Meetings should take place with the Communications Team biweekly. Manager meetings should occur close before the full team meetings to discuss future plans and ideas, or as needed by the managers. In December and January there may also be meetings with the elections team to discuss marketing strategies. The DoComm may also choose to meet with the Internal Records Officers and FYPCOs separately from the full team.

Finally, the DoComm will hold office hours in the Engineering Society office and lounge. This will be for two to three hours a week and is time where he/she is available to answer questions and assist anyone who comes into the Tom Harris Student Lounge.

Meetings I Attend

The meetings that I attend/lead regularly are:

Weekly

- Executive/Director Meetings - Update each other on portfolio developments and coordinate Society wide strategy.

BiWeekly

- EngSoc Council – Council is the decision making body and meetings are open to all members of the Engineering Society (all engineering students). The DoComm must prepare a report for the Council Agenda, and deliver an oral update outlining current projects at these meetings. A new initiative at council in 2016-2017 was livestreaming. This was a project implemented by the DoComm and DoIA with the responsibility of setting up and livestreaming the council session falling under the DoComm.
- Communications Team – Create a strong team dynamic through social activities and meetings to discuss upcoming projects.

Every so often

- Elections Team – Meet with the elections team to discuss marketing strategies to increasing voter turnout, and ensure an informed vote.
- Internal Records – Meet with the Internal Records members to discuss creative methods of sharing EngSoc history.
- FYPCO – Meet with the Communications FYPCO to discuss project ideas, give updates, and generally help orient them within the society.

Projects Completed This Year

Completed Projects

- Created layout and design for the digital signage on the Clark TV
- Communications Team completed various graphic design, photography, and videography requests.
- *With DIA-* Created an elections marketing campaign and improved the accessibility of council through livestreaming and infographic summaries

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- LinkedIn photo event
- Reintroduced Flickr for more effective high-quality photo sharing
- Established EngSoc on Snapchat

Ongoing/Upcoming Projects

- 2nd LinkedIn Photo Event
- Then & Now photo series
- Throwback Thursday posts
- Elections voting campaign
- EngSoc history month
- Council livestreaming
- Snapchat filters
- More social media series/campaigns

Timeline

February to April

The new DoComm is hired and transitioning begins. History month in March has a spotlight on all EngSoc social media channels. The incoming DoComm will shadow the outgoing DoComm in meetings and during the completion of various projects and tasks. Hiring of the incoming Photography, Videography, and Graphic Design Managers occurs.

Summer

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In May, the role of DoComm is officially transitioned. During the summer, the DoComm does strategic planning for the new academic year and the Society's desired image. He/she outlines goals, objectives, and develops their budget for the year. The DoComm must also decide on whether they would like to have a FYPCO for the upcoming year.

September

Before school begins, the DoComm will need to ensure that there is someone to take pictures and/or videos during Orientation Week. They also act as a media liaison for the week.

The Director of Communications also helps with the creation of the "Talking to First Years" video with the incoming President, presented at the Thursday Night Live event of Orientation Week.

During the first month back the DoComm will hire the members for the Communications Team, and decide on an organizational strategy. This year, members applied for specific positions in the team (photography, videography, and graphic design) to allow for an established structure within the team. The DoComm will also need to do hiring for the Internal Records positions.

October to December

During first semester, the Director will work with their team to execute the desired projects for the year. New projects can arise unexpectedly from other Directors and the Director of Communications should be prepared for this.

January

Most of the DoComm's time in January is spent focused on elections. During elections, the Director of Communications, with support from the Communications Team, helps the Director of Internal Affairs with any marketing-related materials: promotional videos, posters, logos, slogans, etc. They also help with the live streaming of debates.

February

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The Director will be finishing up their desired projects and ensure that everything is well set-up for the Engineering Society History Month.

March

During March, AGM will occur and the new DoComm will be ratified into their position. The outgoing will need to prepare transition documents and be a reliable support for the incoming DoComm.

Conclusion

It is my belief that everyone has something to gain from the Communications portfolio, whether it is through a project brought to life by the Communications Team, a request put in for the AllEng, or a simple 'like' on an EngSoc Facebook post. All the efforts within the Engineering Society go to waste unless the students are aware they are taking place. In that sense, the Director of Communications is a critical piece in the wonderful puzzle that is EngSoc.

It saddens me to be writing this position manual because that means that my time as a Director is coming to a close. It truly has been a once in a lifetime experience. Although Director positions are very demanding in terms of effort and time commitment, I wouldn't change anything about my experience. All I can hope for is that the next Director of Communications feels the same way. Good luck and have fun – the application process is just the beginning!

Feel free to contact me if you have any questions!

Heather Simmons

Director of Communications 2016-2017

Queen's Engineering Society

comm@engsoc.queensu.ca



Appendix

C.9 Director of Communications

(Ref. By-Law 8.B.9)

C.9.1 The Director of Communications shall be an accessible point of contact for the Engineering Society.

C.9.2 The Director of Communications shall represent the communications portfolio the Vice President (Student Affairs) and the Engineering Society Executive.

C.9.3 The Director of Communications shall be responsible for:

- a. Overseeing and managing a Communications Team.
- b. Coordinate projects and delegate work to the Communications Team.
- c. Providing training for camera and design software.
- d. Providing resources and training to bodies within the Engineering Society.
- e. Maintaining and oversee communications equipment.
- f. Managing the content of the EngSoc website and social media accounts.
- g. Overseeing and managing the Internal Records Officer(s).
- h. Composing the All-Eng newsletter.
- i. Perform the budgetary planning for the communications portfolio.
- j. Submit a transition report that the end of their term.

C.9.4 The Director of Communications shall be the Chair of the hiring panel for the Communications Team, and Internal Records Officer(s).