

Outreach Director

The mission of the Outreach Director is to increase the visibility and presence of the Sheaf on the U of S campus.

a. Delivery responsibilities:

- distributing newspapers on and off campus, at drop-off locations that are predetermined with the aid of the Advertising Manager and the Editor-in-Chief
- cleaning up and restocking bins, and making sure that newspapers are easily accessible
- keeping a log book of estimated pickup at each location weekly, so that newspapers may be distributed where needed
- submitting the log book to the Editor-in-Chief and/or Business Manager each week
- regularly assessing the success of each drop-off location and making changes when and where necessary
- any other delivery-related responsibilities deemed appropriate and fair

b. Paper handout responsibilities:

- handing out copies of the Sheaf at various locations on campus each week (may be assisted by a member of the editorial staff)

c. Event planning responsibilities:

- organizing community building and fundraising events. All events are subject to approval from the Editor-in-Chief
- promoting all of the Sheaf's events and initiatives

d . Outreach responsibilities:

- talking to professors, student groups, college societies and individual students to inform them about the Sheaf and all student-related opportunities
- attending relevant campus events (as determined relevant with the aid of the editor-in-chief) as they arise to promote the Sheaf (events may include sporting events,

USSU/student political events, student art/music/theatre events, etc.)

- speaking to 1 to 3 university classes per week to promote the Sheaf and to ensure that students know what the Sheaf is and what volunteering opportunities are available; a list of classes, dares and times must be kept and shared with the editor-in-chief and the ads and business manager
- collaborating with the Editor-in-Chief to ensure the Sheaf's presence at orientation and welcome week in September

e. Branding and ad creation

responsibilities:

- working with other staff members to create Sheaf ads
- creating and distributing event posters for all Sheaf-related events
- creating a cohesive and consistent promotional branding for the Sheaf to be used throughout the year

f. Social media responsibilities:

- engaging students using Twitter, Instagram and Facebook
- promoting all Sheaf events and the newspaper as a whole on social media
- using social media platforms to encourage members of the Society to contribute to the Sheaf
- collaborating with staff members for solid media purposes

g. Financial responsibilities:

- liaising with the Business Manager to maintain a balanced promotional budget
- returning all monies made from events and fundraisers to the Business Manager within two business days of the event
- providing a financial report to the Business Manager after each

event

h. General responsibilities

- providing a weekly report to the Editor-in-Chief

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- attending weekly editorial staff meetings

- maintaining an office presence

- ordering any necessary promotional materials

- facilitating an open-dialogue among staff members regarding the Sheaf's on-campus presence

- upholding the reputation of the Sheaf while carrying out all activities