

Arts and Science Undergraduate Society of Queen's University

Marketing & Communications Policy Manual



Responsibility:	Governance Officer
Approved by:	Assembly
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PART 1: THE MARKETING & COMMUNICATIONS OFFICE

SECTION 1 | THE M&C OFFICER

1.01.01

The Marketing & Communications Officer shall strive to provide leadership and guidance for the Office. They shall adhere to and follow official ASUS policy as found in this manual and as interpreted by Council and the Assembly. The Marketing & Communications Officer is accountable to the elected Executive and the Assembly.

1.01.02

The responsibilities of the Marketing & Communications Officer shall include, but are not limited to:

- 1) Attending any and all meetings of Council;
- 2) Attending and reporting to Assembly;
- 3) Chairing Assembly subcommittees as delegated by the Assembly;
- 4) Meeting weekly with the Executive for the purposes of updating both parties of all plans and progress;
- 5) Preparing and submitting to the Executive a strategic marketing plan for the year;
- 6) Working with the Executive to create a budget for the year;
- 7) Keeping records of monies spent and to ensure that the budget is adhered to;
- 8) Having at least 15-20 office hours per week;
- 9) Assessing and approving all expenditures to be made by any member of the Office before the expenditure is made;
- 10) Ensuring that all committee chairs and team members submit a list of supplies before each event for the purposes of approving expenditures and ensuring that the event is carried out in an environmentally friendly manner;

- 11) Approving and ensuring that all ASUS Offices follow the guidelines set by the ASUS Visual Identity Standards;
- 12) Holding Office-wide meetings for the purposes of coordinating activities between committees and teams.
- 13) Meeting with individual committee chairs and team leaders on a weekly basis for the purpose of assessing progress on goals;
- 14) Working with the Human Resources Officer, Creative Teams, Incoming Executive, and incoming Council to coordinate promotions for winter hiring;
- 15) Ensuring that the Office's volunteers understand basic principles of marketing;
- 16) Planning and executing several special projects with regards to the Officer's Marketing Plan;
- 17) Overseeing the operations of the Creative & Communications committees;
- 18) Ensuring that the Office's volunteers possess enough knowledge about the Society in order to effectively market its operations.

1.01.03

The Summer responsibilities of the Marketing & Communications Officer shall include, but are not limited to:

- 1) Preparing a Strategic Marketing Plan;
- 2) Providing regular updates to the Executive on the workings and status of the Office;
- 3) Regularly communicating with the Office staff for the purpose of goal setting.
- 4) Regularly upkeep with the ASUS Instagram, website, OnQ, etc..

1.01.04

The Marketing & Communications Officer will create and execute a Marketing Strategic Plan based around the Officer's special projects, all teams, and committees. This plan will outline the strategies the Office will use to increase awareness of and participation in ASUS. In order to prepare this plan, the Marketing & Communications Officer will:

- 1) Establish preliminary marketing objectives in collaboration with the Executive;
- 2) Identify innovative and creative methods and techniques to allow the Society to achieve these objectives;
- 3) Establish checkpoints and strategies to attain all desired goals;
- 4) Create a timeline for the completion of work in the office.

PART 2: THE CREATIVE TEAMS

SECTION 1 | DEPUTY MARKETING & COMMUNICATIONS OFFICER (CREATIVE)

2.01.01

The Deputy Marketing & Communications Officer (Creative) shall be chosen by the Incoming Officer of Marketing & Communications in March.

2.01.02

The Responsibilities of the Deputy Marketing and Communications Office (Creative) shall be the following:

- 1) Creating and submitting to the Marketing & Communications Officer a strategic plan for the team in conjunction with the Officer's Marketing Plan;
- 2) Supporting the Marketing & Communications Officer in various initiatives as directed by the Officer;
- 3) Attending office wide meetings as required;
- 4) Creating and instituting a broader creative vision for the Marketing Office, in collaboration with the Officer;
- 5) Leading graphic directors, photo director, and video director with day to day operations
- 6) Assuming responsibility for longer term graphics projects and requests submitted on shorter notice in collaboration with the Graphics Director;

- 7) Liaising between creative teams and clients submitting requests
- 8) Holding eight to ten (8-10) office hours per week. It is recommended that these office hours be evenly distributed throughout the week;
- 9) Meeting with the Officer on a weekly basis for the purposes of updating each other on progress, problem areas and future plans;
- 10)Assisting in strict regulation and approving of graphics presented to the Marketing & Communications Office, in accordance to the Visual Identity Standards;
- 11)Creating and fixing graphics with the use of Photoshop and Illustrator and other programs as seen fit;
- 12)Supporting the Marketing & Communications Officer in various other initiatives as directed by the Officer;
- 13)Checking all created materials for correctness and appropriateness;
- 14)Preparing a transition manual in March of the outgoing term for the Incoming Deputy;
- 15)Ensuring all created materials are distributed to the requester or the appropriate campus publications before deadlines;
- 16)Ensure the use of the social media visual identity standards.

2.01.03

The Creative Deputy is ascribed a Tier 1 honorarium of \$1000 (2 installments of \$500), pending review from the Marketing & Communications Officer. All honoraria shall be distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

SECTION 2 | GRAPHIC DESIGN TEAM

2.02.01

The Graphic Design Team shall be responsible for designing and creating graphics for use across the Society. They will be required to quickly and professionally create digital media as requested by the students of Arts and Science.

2.02.02

The membership of this committee shall consist of:

- 1) The Deputy Marketing & Communications Officer (Creative);
- 2) Graphic Design Director;
- 3) Four (4) Graphic Design Coordinators.

2.02.03

The responsibilities of the Graphic Design Director shall include, but are not limited to:

- 1) Meeting with and report to the Creative Deputy and Marketing & Communications Officer regularly;
- 2) Holding six to eight (6-8) office hours per week. It is recommended that these office hours be evenly distributed throughout the week;
- 3) Assigning and delegating graphics requests to the graphics directors and ensuring their completion well in advance of deadlines;
- 4) Communicating with the requester(s) as necessary in order to ensure the creation of a suitable design;
- 5) Checking all created materials and ensuring that they follow the ASUS Visual Identity Standards and Social Media Visual Identity Standards on correctness and appropriateness;
- 6) Creating any graphics deemed to be necessary in the day to day operations of the graphics team.

2.02.04

The Graphic Design Director is ascribed a Tier 2 honorarium of \$800 (2 installments of \$400), pending review from the Marketing & Communications Officer. All honoraria shall be

distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

2.02.05

The responsibilities of the Graphic Design Coordinators. shall include, but are not limited to:

- 1) To complete all requests well in advance of deadlines;
- 2) Meeting with and report to the Graphics Director regularly;
- 3) Communicating with the requester(s) as necessary in order to ensure the creation of a suitable design;
- 4) Checking all created materials and ensuring that they follow the ASUS Visual Identity Standards on correctness and appropriateness.

SECTION 3 | PHOTOGRAPHY TEAM

2.03.01

The Photography Team shall act as society wide photographers for use at events hosted by the Society. Photographers may also be commissioned on a needs-basis for external groups requesting photographers.

2.03.02

The membership of this committee shall consist of:

- 1) The Deputy Marketing & Communications Officer (Creative);
- 2) Photo Director;
- 3) Eight (8) or more photographers at the discretion of the Photo Director.

2.03.03

The responsibilities of the Photo Director shall include, but are not limited to:

- 1) To hire photographers with oversight from the Creative Deputy and Marketing & Communications Officer

- 2) Meeting with and reporting to the Creative Deputy and Marketing & Communications Officer regularly;
- 3) Holding six to eight (6-8) office hours per week. It is recommended that these office hours be evenly distributed throughout the week;
- 4) Assigning and delegating photo requests to the photographers and ensuring their completion well in advance of deadlines;
- 5) Communicating with the requester(s) as necessary in order to ensure the execution of projects;
- 6) To communicate with ASUS Commissions, Offices, Committees, and services to seek opportunities to provide photography;
- 7) Checking all created materials and ensuring that they follow the ASUS Visual Identity Standards on correctness and appropriateness.
- 8) To provide Society members with images from the archive as necessary;
- 9) To create, sign, and adhere to a contract relating to camera sign-out privileges as directed by the Marketing Officer with the video Director;
- 10) To take on photography duties as necessitated by the day to day operations of the team.

2.03.04

The Photodirector is ascribed a Tier 3 honorarium of \$600 (2 installments of \$300), pending review from the Marketing & Communications Officer. All honoraria shall be distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

2.03.05

The responsibilities of photographers shall include, but are not limited to:

- 1) Attending all meetings of the Photography Team;
- 2) Meeting with the Photo Director on a regular basis;
- 3) Responding to messages from the Photo Director as quickly as possible;
- 4) Filming ASUS events as directed by the Photo Director;

- 5) Signing and adhering to a contract relating to camera sign-out privileges created by the Creative Deputy, and Marketing & Communications Officer;
- 6) Promptly uploading and organizing all recently taken photos;
- 7) Coordinating with any Offices, Committees, or Commissions to film video projects assigned by the Photo Director.

SECTION 4 | VIDEOGRAPHY TEAM

2.04.01

The Video Team shall act as a resource to ASUS Commissions, Offices, and any Committees that require video projects as part of the promotion strategies for events that they carry out throughout the year.

2.04.02

The membership of this committee shall consist of:

- 1) The Deputy Marketing & Communications Officer (Creative);
- 2) Video Director;
- 3) Eight (8) or more videographers at the discretion of the Video Director.

2.04.03

The responsibilities of the Video Director shall include, but are not limited to:

- 1) To hire videographers with oversight from the Creative Deputy and Marketing & Communications Officer;
- 2) Meeting with and reporting to the Creative Deputy and Marketing & Communications Officer regularly;
- 3) Holding four to six (4-6) office hours per week. It is recommended that these office hours be evenly distributed throughout the week;
- 4) Assigning and delegating video requests to the videographers and ensuring their completion well in advance of deadlines;

- 5) Communicating with the requester(s) as necessary in order to ensure the execution of projects;
- 6) To communicate with ASUS Commissions, Offices, Committees, and services to seek opportunities to provide videography;
- 7) Checking all created materials and ensuring that they follow the ASUS Visual Identity Standards on correctness and appropriateness;
- 8) Contributing general (ie. Non-event related) video to the image database on a regular basis;
- 9) Keeping video files in the image archive, organized in an easy-to-navigate structure;
- 10) To provide Society members with video from the archive as necessary;
- 11) To create, sign, and adhere to a contract relating to camera sign-out privileges as directed by the Marketing Officer in coordination with the photo -Director;
- 12) To fulfill videography requests as necessitated by the day to day operations of the Society.

2.04.04

The Video Director is ascribed a Tier 3 honorarium of \$600 (2 installments of \$300), pending review from the Marketing & Communications Officer. All honoraria shall be distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

2.04.05

The responsibilities of videographers shall include, but are not limited to:

- 1) Attending all meetings of the Videography Team;
- 2) Meeting with the Video Director on a regular basis;
- 3) Responding to messages from the Team Lead as quickly as possible;
- 4) Filming ASUS events as directed by the Video Director;

- 5) Signing and adhering to a contract relating to camera sign-out privileges created by the Creative Deputy, and Marketing & Communications Officer;
- 6) Promptly uploading and organizing all recently taken videos;
- 7) Coordinating with any Offices, Committees, or Commissions to film video projects assigned by the Video Director.

SECTION 5 | ORIENTATION PHOTOGRAPHY TEAM

2.05.01

The Orientation Photographer shall strive to provide initiative and high quality performance with the guidance of the Marketing & Communications Officer. They shall adhere to and follow official ASUS policy as interpreted by Council and the Assembly. The Photographer shall assist and be held accountable to the Marketing & Communications Officer.

2.05.02

The composition of the Orientation Photography Team shall be as follows:

- 1) One (1) Chair;
- 2) Five (5) Photographers.

2.05.03

The Orientation Photography Chair is ascribed a one-time Tier 2 (\$400) honorarium for their services. The Orientation Photographer is ascribed a one-time Tier 4 (\$250) honorarium for their services.

2.05.04

The responsibilities of the Orientation Photography Chair shall include, but are not limited to:

- 1) Taking, editing and uploading photos taken during ASUS Orientation Week;
- 2) Adhering to a 24-Hour turnaround for the uploading of photos, barring extenuating circumstances;

- 3) Maintaining the visual identity, integrity and quality of the Arts & Science Undergraduate Society by following the Marketing & Communications Officer's guidelines;
- 4) Attending ASUS sanctioned events during Orientation;
- 5) Maintaining communication with Marketing & Communications Officer over the Summer Break and throughout the Orientation Week period;
- 6) Collaborating with the Marketing & Communications Officer in any capacity they see fit that pertains to the nature of this position and in efforts for the overall vision of the Marketing Office.

SECTION 6 | ORIENTATION VIDEOGRAPHY TEAM

2.06.01

The Orientation Videographer shall strive to provide initiative and high quality performance with the guidance of the Marketing & Communications Officer. They shall adhere to and follow official ASUS policy as interpreted by Council and the Assembly. The Photographer shall assist and be held accountable to the Marketing & Communications Officer.

2.06.02

The composition of the Orientation Videography Team shall be as follows:

- 1) One (1) Chair;
- 2) One (1) Videographer.

2.06.03

The Orientation Videography Chair is ascribed a one-time Tier 2 (\$400) honorarium for their services. The Orientation Videographer is ascribed a one-time Tier 4 (\$250) honorarium for their services.

2.06.04

The responsibilities of the Orientation Videographers shall include, but are not limited to:

- 1) Keeping in contact with Orientation videographers over the Summer Break;

- 2) Creating and executing a training regimen for Orientation Videographers over the Summer Break;
- 3) Creating a schedule in which the Videographers will be adhering to during Orientation Week;
- 4) Ensuring all Orientation Videographers are present during assigned time slots.
- 5) Filming, editing and uploading video taken during ASUS Orientation Week;
- 6) Adhering to a 1 week turnaround for the uploading of the video, barring extenuating circumstances;
- 7) Maintaining the visual identity, integrity and quality of the Arts & Science Undergraduate Society by following the Marketing & Communications Officer's guidelines;
- 8) Attending ASUS sanctioned events during Orientation;
- 9) Maintaining communication with Marketing & Communications Officer over the Summer Break and throughout the Orientation Week period;
- 10) Collaborating with the Marketing & Communications Officer in any capacity they see fit that pertains to the nature of this position and in efforts for the overall vision of the Marketing Office.

PART 3: THE COMMUNICATIONS TEAMS

SECTION 1 | DEPUTY MARKETING & COMMUNICATIONS OFFICER (COMMUNICATIONS)

3.01.01

The Deputy Marketing & Communications Officer (Communications) shall be chosen by the incoming Officer of Marketing in March.

3.01.02

The Deputy Marketing & Communications Officer (Communications)

- 1) Assisting the Marketing & Communications Officer in preparing the Society's Marketing Plan;
- 2) Creating and submitting to the Marketing & Communications Officer a strategic plan for the team in conjunction with the Officer's Marketing Plan;
- 3) Attending Marketing-wide meetings as required;
- 4) Working with any Marketing committees as required for the purposes of achieving shared goals;
- 5) Meeting with and reporting to the Marketing & Communications Officer on a regular basis; Ensuring that all created materials follow the ASUS External Representation Policy;
- 6) Ensure that existing communications channels within the commissions are consistently generating engaging content in coordination with the Social Media Director;
- 7) Checking all created materials for correctness and appropriateness;
- 8) Ensuring all created materials are distributed to the requester or the appropriate campus publications before deadlines;
- 9) Assisting and providing guidance to the Web Director in maintaining websites as requested by ASUS groups;
- 10) Preparing a transition manual in March of the outgoing term for the Incoming Deputy;
- 11) Holding at least eight to ten (8-10) office hours per week. It is recommended that these office hours be evenly distributed throughout the week.
- 12) Supporting the Marketing & Communications Officer in various other initiatives as directed by the Officer.

3.01.03

The Communications Deputy is ascribed a Tier 1 honorarium of \$1000 (2 installments of \$500), pending review from the Marketing & Communications Officer. All honoraria shall be distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

SECTION 2 | MARKET RESEARCH TEAM

3.02.01

The Market Research Team shall assist clubs or committees as a resource to gain insights on initiatives done by ASUS commissions and offices over the course of the academic year by conducting surveys, questionnaires, and focus groups. The Market Research Team can be commissioned on a needs-basis for external groups requesting their services.

3.02.02

The composition of the Market Research Team shall be as follows:

- 1) Two (2) Directors;
- 2) Two (2) or more team members at the discretion of the Marketing & Communications Officer & Communications Deputy.

3.02.03

The Market Research Chairs will be hired by the incoming Marketing & Communications Officer in the spring. The Market Research Team members shall be chosen by the Market Research Team Chairs in the fall. They shall be hired in accordance with the hiring policies as described in the ASUS Human Resources Policy and Procedures Manual.

3.02.04

The responsibilities of the Market Research Directors shall include, but are not limited to:

- 1) Assigning its members to report on the work being done in each ASUS Commission and Office at least four (4) times per academic year;
- 2) Understanding business objectives and designing surveys to discover prospective customers' preferences;
- 3) Remaining fully informed on market trends, other parties practices and best practices in the field;
- 4) Collecting data on consumers, competitors and market place and consolidate information into actionable items, reports and presentations;

- 5) Interpreting data, formulate reports and make recommendations;
- 6) Compiling and analyzing statistical data using modern and traditional methods of collection.

3.02.05

The responsibilities of the Market Research Coordinators shall include, but are not limited to:

- 1) Reporting on the work being done in each ASUS Commission and Office at least four (4) times per academic year to the Market Research Team.
- 2) Attending regular team meetings as prescribed by the chair of the team;
- 3) Working with the chairs and other team members in planning and executive promotions based on the Marketing & Communications Office's strategic plan and events happening throughout the society.

3.02.06

The Market Research Directors is ascribed a Tier 2 honorarium of \$800 (2 installments of \$400), pending review from the Marketing & Communications Officer. All honoraria shall be distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium

SECTION 3 | WEB DIRECTOR

3.03.01

The Web Director will be hired by the Incoming Marketing & Communications Officer and Communications Deputy in the spring.

3.03.02

The responsibilities of the Web Director shall include, but are not limited to:

- 1) Attending Marketing-wide meetings as required;

- 2) Working with any Marketing committees as required for the purposes of achieving shared goals;
- 3) Meeting with and reporting to the Marketing & Communications Officer on a regular basis;
- 4) Ensuring that all created materials follow the ASUS External Representation Policy;
- 5) Checking all created materials for correctness and appropriateness;
- 6) Ensuring all created materials are distributed to the requester or the appropriate campus publications before deadlines;
- 7) Maintaining websites as requested by ASUS groups;
- 8) Creating websites as requested by ASUS groups;
- 9) Holding at least five (5) office hours per week. It is recommended that these office hours be evenly distributed throughout the week.
- 10) The Web Director will create and maintain all society web pages; i.e. www.queensasus.com, www.lifeafterartsci.com, www.asuscamps.ca and other websites created for ASUS committees or conferences.

3.03.03

The Web Director is ascribed a Tier 2 honorarium of \$800 (2 installments of \$400), pending review from the Marketing & Communications Officer. All honoraria shall be distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

SECTION 4 | SOCIAL MEDIA TEAM

3.04.01

The Social Media Team shall assist in planning social media initiatives to market ASUS commissions and offices over the course of the academic year by utilizing various platforms such as Instagram, Twitter, LinkedIn, Youtube, TikTok. The Social Media Team can be commissioned on a needs-basis for external groups requesting their services.

3.04.02

The membership of this committee shall consist of:

- 4) The Deputy Marketing & Communications Officer (Communications);
- 5) One (1) Social Media Directors;
- 6) One (1) Social Media Coordinators

3.04.03

The responsibilities of the Social Media Directors shall include, but are not limited to:

- 1) Performing research on current benchmark trends and social media audience preferences;
- 2) Designing and implementing social media strategy to align with business goals;
- 3) Generating, editing, publishing and sharing engaging content daily (e.g. original text, photos, videos and news);
- 4) Monitoring web traffic metrics;
- 5) Collaborating with other teams, like marketing, sales and customer service to ensure brand consistency;
- 6) Communicate with followers, respond to queries in a timely manner and monitor customer reviews;
- 7) Overseeing the ASUS social media accounts' design (e.g. Facebook, Instagram, etc.);
- 8) Suggesting and implementing new features to develop brand awareness, like promotions and competitions;
- 9) Staying up-to-date with current technologies and trends in social media, design tools and applications.

3.04.04

The Social Media Directors is ascribed a Tier 2 honorarium of \$800 (2 installments of \$400), pending review from the Marketing & Communications Officer. All honoraria shall be

distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

3.04.05

The responsibilities of the Social Media Coordinators shall include, but are not limited to:

- 1) Attending regular team meetings as prescribed by the chairs of the team;
- 2) Working with the chairs and other team members in planning and executive promotions based on the Marketing & Communications Office's strategic plan and events happening throughout the society.