



EGSA Media Officer

Position Description and Responsibilities

1. Overview

The Media Officer is a member of the Education Graduate Student Association's Executive Team. The EGSA has a dedicated webpage in which necessary information about the association and the services provided are detailed, as well as an agenda with the monthly meetings and scheduled events. In addition to that, the EGSA also has a Facebook group to better support communication with the membership and to provide a space for network and connections between members. The Media Officer is the one responsible to keep both of them updated with current information, as well as administer the Facebook group, accepting members and posts when necessary.

2 Responsibilities Overview

To maintain the EGSA webpage and Facebook group (ensure that it is updated regularly).

To take responsibility for the public relations of the EGSA.

To work with the social directors to make and post advertisements for EGSA events, as needed.

3 Keys to being a successful Media Officer

The Media Officer should be somewhat fluent with social media and Facebook groups, and common practices to provide a good experience to all members. The EGSA website is hosted by SFU and uses Adobe Experience Manager (AEM) as its in-house CMS. It is not hard to manage, but some experience with websites would make the managing of the page easier.

Be aware of EGSA, FoE and related events to publicize to members at large at both platforms.