2024-2025 ASSP PUBLICIST

PURPOSE
To serve as a resource for all members of the ASSP Core by offering ideas as well as performing tasks concerning visual communication and graphic design. The Publicist will work to create advertising campaigns with the Operations Officer to represent student events on campus.

RESPONSIBILITIES
The Publicist shall assume the following responsibilities:

- To serve as a resource for all members of the ASSP Cabinet by offering ideas, as well as performing tasks concerning visual communication and graphic design.
- The Publicist will work to create advertising campaigns with the Operations Officer to better represent student events on campus.
- The Publicist will work with the ASSP Communications Assistant in formatting the monthly calendar for Senate Talk events by handling the input of information and aesthetic design of the product.
- The Publicist shall, in conjunction with the Operations Officer, uphold and enforce the ASSP Branding Guidelines as established by the ASSP Senate.
- The Publicist will work in conjunction with the Operations Officer (or CA) to create weekly social media content in the form of Instagram posts to facilitate student engagement.
- The creation of banners and designs for the ASSP web page, to be done on an as-needed basis.

QUALIFICATIONS
- Experience in graphic design and other design mediums, including social media posting.
- Experience with Adobe Illustrator, Adobe Photoshop, and Adobe Creative Suite, which includes PS, IL, and InDesign.
- Experience with Microsoft Office.
- Ability to work interdepartmentally.
- Additional skills and abilities as designated in the job description authored by the incoming Operations Officer.