Communications Team Job Descriptions

Members of the Communications team will serve a year long term to help in the marketing, public relations and graphic design efforts of Student Government. They will hold weekly meetings and meet with the Student Body President on a weekly basis.

Communications Director:
The Communications Director is the leader of the Communications Team and fulfills the following duties:
• Manages and facilitates the weekly Communications Team Meeting
• Oversees marketing projects for Student Government
• Maintains brand consistency for Student Government
• Corresponds between student government members and administration regarding communication efforts of Student Government

Press Secretary:
The Press Secretary is responsible for relations with school and local media:
• Drafts and sends press releases regarding Student Government events and initiatives
• Helps draft and create speeches for Student Government Officials
• Responsible for the Student Government Newsletter
• Maintains relationships with the Daily Gamecock and local news mediums

Social Media Coordinator:
The Social Media Coordinator is responsible for maintaining Student Government’s presence on Social Media:
• Maintains and updates the Student Government Facebook
• Maintains and updates the Student Government Twitter
• Maintains and updates the Student Government Instagram
• Looks into other social media channels to release Student Government updates and new
• Engages with students on social media

Graphic Designer:
The Graphic Designer is responsible for design for Student Government initiatives and advertisements:
• Designs graphics and images for Student Government Initiatives
• Designs advertisements, flyers and promotions
• Contributes to the creative direction of the Communications Team

Videographer:
The Videographer is responsible for visual and film communications:
• Films Student Government events as needed
• Assists with video reports and video communications of Student Government
• Records weekly senate sessions