

**Assiniboine Community College Students' Association
ACCSA VP of EVENTS & MARKETING**

Position: Vice President of Events & Marketing
Term: May 1, 2017 – April 30, 2018
Report to: ACCSA President, Director & Student Council

Position Specific Duties:

It is the primary responsibility of the ACC Students' Association (ACCSA) VP of Events & Marketing to assist in providing leadership to the rest of the council and the students at large. The ACCSA is the voice of ACC students both within the college and the community.

Primary:

- Assist the ACCSA staff and Council to plan, execute and supervise ACCSA Events, student clubs and various sub associations.
- Ensure ACCSA bulletin boards are updated regularly.
- Have a thorough understanding of the Constitution & Bylaws and all ACCSA policies.
- Ensure all committees and sub-organizations of the ACCSA are functioning within the terms of the Constitution & Bylaws and all ACCSA policies.
- Provide fulfilment of the Presidents' role in the event the President is absent.

Secondary:

- Work directly with the ACCSA Events & Marketing Coordinator to:
 - Manage and maintain the brand image of the SA.
 - Update and enforce the SA visual identity.
 - Relay information about SA and its activities, events and services to the student body.
 - Assign council with tasks and responsibilities.
 - Ensure consistent branding of all promotional material.
 - Work with SA staff member s.
 - Evaluate and develop new marketing and promotion strategy on a regular basis.
 - Serve as a board member for the ACC Alumni Association.

The Executive Council shall:

- i. Be elected in the spring and shall hold the position for the period beginning May 1st and ending April 30th of each calendar year.

- ii. Be responsible for enforcing and maintaining the Constitution, Bylaws, and Policies and Procedures of the ACCSA for the effective and efficient administration of the ACCSA.
- iii. Perform, to the best of their abilities, all duties necessary or as provided for in the Constitution, in the Bylaws, in the Policies and Procedures for the effective administration of the ACCSA and the betterment of its members.
- iv. Provide the ACCSA with the leadership and initiative necessary for the efficient control and operation of the ACCSA affairs and to provide continuous planning and preparation for the present and future needs and objectives of the ACCSA.
- v. Place the best interests of the members of the ACCSA ahead of the interests or wishes of any specific group or individual.
- vi. Be familiar with both ACCSA and ACC policy in general.
- vii. Sit on ACC committees or appoint a designate as requested.
- viii. Ensure that the entire SAC operates according to the ACCSA Constitution, Bylaws, Policies and Procedures of the ACCSA.
- ix. Have input in the agenda for weekly meetings.
- x. Sit on the SAC along with the rest of the SAC board.

The Vice President of Events & Marketing shall:

- i. Assist the President in the duties of his/her office, assume the responsibilities of the President in his/her temporary absence and assume the position of President in the event the President vacates office.
- ii. Have a thorough understanding of the Constitution, Bylaws, Policies and Procedures of the ACCSA.
- iii. Ensure that proper procedures are followed by all club executives for fundraising and social activities.
- iv. Ensure that all committees and sub-organizations of the ACCSA are functioning within the terms of the Constitution, Bylaws, Policies and Procedures of the ACCSA.
- v. Ensure that conferences and speakers held by ACCSA are properly planned and coordinated.
- vi. Be one (1) of the approved signing officers
- vii. Work with the ACCSA staff in the following areas:
 - ii. Managing and maintaining the brand image of the SA
 - iii. Updating and enforcing the SA visual identity
 - iv. Relaying information about SA and its activities, events and services to the student body
 - v. Assign council with tasks and responsibilities
 - vi. Ensure consistent branding of all promotional material
 - vii. Evaluate and develop new marketing and promotion strategy on a regular basis

Communication:

In order to help facilitate strong communication within the ACCSA, it is your duty to stay in close contact with your fellow council members and the staff of the Students' Association. Please check your email account daily (most communication between meetings will be sent by email).

Meetings:

SAC members are required to attend SAC meetings. Three (3) consecutive meetings missed by an SAC member, with or without notice, may result in removal of the SAC member at the discretion of the Executive Council.

Advance notice of absence must be given to an Executive Council member or SA staff member; whereas if an Executive Council member will be absent they must give notice to another Executive Council member or ACCSA staff.

Any SAC member in conflict with the above shall have his/her position reviewed by Executive Council to determine whether or not the absence constitutes removal. A SAC member is said to have been in attendance if he/she is present for at least 75% of the SAC meeting.

The President will be responsible for informing the VP of Events & Marketing (who fills in for you during absences) and/or the appropriate ACCSA staff member.

Events:

The ACCSA hosts many events both on and off campus. It is expected that council members will do their best to attend as many of these events as possible as a representative of the council and help with duties. If you are on the event committee for the event you must be present and taking an active role in the event.

Please keep in mind that your studies will always take precedence over events and the Students' Association has the right to monitor your progress in your program. If your involvement with the Council is putting you at risk of not successfully completing your studies, then you may be removed from your position.

Name Tag/Business Card:

You will be provided a name tag for your position. Please get in the habit of wearing it at events and meetings where you may not be known. You will be responsible for the replacement costs of your name tag should you lose it.

As a Council member you will be provided with ACCSA business cards for your position. It's a good idea to carry a few with you as you never know when you'll make a business connection for the Association whether it is on campus or off.

Reports:

As a member of the Council you are encouraged to give regular reports at council meetings related to your areas of responsibility and or external committees you are a member of.

Near the completion of your term on council you are also required to submit a summary report documenting accomplishments, ideas and advice for those that follow after you. Your final honorarium will be paid once this report is submitted.

Honorarium:

As a member of the Executive Council you are eligible to receive an honorarium (gift of money in exchange for service). This honorarium is intended to help compensate you for some of the time you'll spend in this elected role serving your fellow students. The VP of Events & Marketing is entitled to a maximum of 36 hours per month for an eight (8) month term. You will be compensated \$15.50 per hour with a maximum of \$7440 to potentially earn during your term.

- Hours per month may vary depending on ACCSA event schedule
- Approval of hours may depend on each Council Members ability to fulfill their duties as stated in their position description.

Payments will be made on a biweekly basis throughout the academic year. Any unearned honorarium hours may be carried forward into the next payment term provided you have been keeping up with work that was required. If you work more hours (that are approved) than are allowable for the honorarium for your position and fellow council members have unearned hours left, you may be eligible to be paid out for additional time from unused hours by fellow council members at the end of your term.

Council members will keep track of time worked using a standard time sheet and submit them for review regularly. Honorariums will be reviewed and approved at the Executive meetings on a regular basis. The Executive may decline or reduce the amount of a council member's honorarium if they feel that commitments have not been fulfilled as expected.

Note: Your honorarium is not meant to be a direct form of payment for all of the time put into your position. However, every effort is made to ensure that expectations of council members are established fairly and reasonably. It is up to you to make sure you aren't over extending yourself and to talk to an ACCSA Staff member if you feel that you have too much to do to keep up and be a successful student.

Summer Employment:

As the VP of Events & Marketing you are given the opportunity to gain part-time (18 hours/week) work in the SA office for the months of May to August. Hourly wage received will reflect the honorarium wage identically. These summer

months are when the majority of the planning phase takes place and is essential to the smooth operation of the ACCSA during the following academic year.

Office Space:

As a member of the Executive Council you are given the right to access the ACCSA Office during non-office hours, with your own set of keys. As a member of the ACCSA you are given a desk and computer in the office to work at. You will be asked to share the use of the desk and computer for ACCSA business with other Executive Council members when you are not using it.

Student Council members will be given a key to the ACCSA Board Room and are welcome to come in and use the room, computer and other equipment for ACCSA purposes. Personal use of computers is permitted when they are not needed for ACCSA business but there is a fee for printing as it is not connected to your college account. Your keys are to be turned in at the end of your term. If you lend out your keys to other council members, you will be held responsible for their actions.

Parking Space:

You will be provided with one assigned electrical parking spot for the 12 months of your contract.

Event Admission:

As a member of the council you will be given free access to most ACCSA events including beer bashes, socials etc. There may be some exceptions to this depending on availability (e.g. bus trip to football game).

ACC STUDENTS' ASSOCIATION POLICIES CODE OF CONDUCT:

To ensure an environment within the ACCSA that promotes success, respect for self, respect for others, personal safety, and safeguarding of property.

All representatives shall:

- 1.1 Ensure the environment within the ACCSA promotes success, respect for self, respect for others, personal safety, and safeguarding of property.
- 1.2 Appropriate college policies will be mirrored and superseded by any change in policy by Assiniboine Community College Students' Association. Any new changes in policy by the College will take precedent unless otherwise specifically noted in the ACCSA Bylaws.
- 1.3 This code of conduct is a preventative and proactive tool that is designed to foster freedom and individuality. It increases freedom by defining and clarifying expected personal conduct.
- 1.4 All SAC members are expected to follow these guidelines while performing any association duty.

1.5 All representatives shall:

- i. Be responsible for knowing and abiding by the ACCSA policies
- ii. Be responsible for keeping up with all changes and reforms.
- iii. Maintain the integrity, confidence and dignity of the position they hold.
- iv. Use the ACCSA policies in the best interests of the ACCSA.
- v. Be conscientious in the preparation and presentation of self and subject matter for all representative functions according to the standards of the specific function.
- vi. Consider the mission statement of the ACCSA as the primary factor influencing the planning, implementation and evaluation of a directive.
- vii. Respect and maintain confidentiality regarding ACCSA matters.
- viii. Encourage constructive criticisms and suggestions for improvement.
- ix. Discourage destructive criticism from any source.
- x. Utilize approved procedures and channels of communications within the organization where policy or procedural change is sought.
- xi. Abide by the rules and decisions of the chairperson (of a meeting, committee, or event) as to appropriate language and behavior.
- xii. Not be under the influence of alcohol while performing any ACCSA duty. If attending a function where consumption is appropriate, be conscientious in how you present yourself.
- xiii. Not use the consumption of an intoxicating substance as a justifiable excuse when a breach of the code of conduct occurs.

1.6 While representing the ACCSA it is our duty to encourage ethical behavior and to lead this by example.

1.7 Improper conduct will include:

- i. Engaging in any activity or encouraging any activity that is physically, socially or psychologically traumatic to a person or group of persons. This includes but is not limited to, bullying, hazing, teasing, violence and inappropriate social contact.
- i. Continuing social contact with a person when the person has rejected such contact.
- ii. Damaging or destroying the equipment of the ACCSA.
- iii. Removing property from the ACCSA without proper authorization.
- iv. Indecent statements harmful to personal dignity.
- v. Discriminatory activities, statements, behaviors of any kind based on age, sex, race, colour, national origin, religion, sexual orientation, marital status, physical or mental ability.

- 1.8 The ACCSA Code of Conduct does not supersede the criminal code of Canada or provincial and municipal law.
- 1.9 The ACCSA Code of Conduct does not supersede ACC policies or other existing association policies.
- 1.10 Any violation will be rectified as fairly and expediently as possible within the following procedure.

Alcohol Consumption:

Executive council members cannot be under the influence of alcohol while performing any ACCSA duty. If attending a function where consumption is appropriate, be conscientious in how you present yourself.

Once a person has been relieved of their duties they may consume alcohol as long as all ACCSA attire is no longer visible. A minimum of one representative must stay completely sober if the event or business is still going on (e.g. social at Houstons). A minimum of two representatives/supervisors are required where the ACCSA holds the alcohol permit.

Use of Supplies & Equipment:

ACCSA telephones will be used for ACCSA business only.

The ACCSA office telephones are restricted to ACCSA staff members and SAC only. The ACCSA will not subsidize any personal calls; long distance calls may be made for ACCSA business only.

Photocopier & Facsimile:

The ACCSA will provide a photocopy and facsimile service for the convenience and benefit of its members in the ACCSA office. Those wanting to use the equipment who is not members of the ACCSA will be subject to pay the following fee for the usage of the photocopier; 10 cents per photocopy page. Operation of the ACCSA equipment is restricted to ACCSA staff members and executives only.

Electronics Policy:

Cell phones and Laptops (tablet) are permitted at Students' Association events and meetings, as long as it does not interrupt your required duties. If your cell phone or laptop (tablet) distracts you from your assigned duties or alternatively during a council meeting you may be asked to leave the event and will not be given any honorarium hours. If you are expecting an important phone call, please advise a member of the executive council and dismiss yourself when answering it.

Reimbursements / Expenses:

The ACCSA shall pay for necessary and approved expenses, which are deemed to be of benefit to the ACCSA. Receipts and a completed cheque requisition must be submitted to the SA staff member for reimbursement. When traveling by private car the individual shall be reimbursed 0.45 cents per kilometre and the ACCSA is not responsible for fines or parking tickets received while traveling on ACCSA business.

Grade Point Average:

Although a student needs a 3.0 grade point average to run for Executive council; once elected, an Executive member must maintain a 2.5 grade point average during his/her term in office. The College Representative will have access to your academic files to monitor your grade point average. Any Executive Council member who is not maintaining a 2.5 grade point average will be put on probation and may be removed from Council.

Employee's Signature

Date

Supervisor's Signature

Date