VP, Student Outreach

**Your Role as VP, Student Outreach:**
- To act as team lead for Student Outreach team within the Organization;
  - Develop and present your Student Outreach strategy to the President (due January)
  - Develop the Ambassador program and clearly define program scope and objectives (due January)
  - Set goals, objectives, and key milestones for your group’s activities for the entire year
  - Arrange regular working meetings with your group
  - Delegate responsibilities to the Student Outreach group
  - Ensure that work is completed and delivered within deadlines;
  - Account for the delivery of key goals and objectives for the Student Outreach team;
  - Actively seek improvements and efficiencies to processes
- Work with VP, Marketing in the distribution of communications amongst the Organization’s network;
- Develop toolkits and provide resources for Student Outreach team to communicate to Ambassadors
- Be the main liaison for the campus-wide LGBT groups at Canadian universities and career centers
- Work with Chair, Annual Conference to develop relevant marketing content for different student demographics for maximum reach and conversion
- Coach and train your team to help them develop their professional skills

**Examples of Deliverables:**
- Collect and consolidate student demographic/interest/trends data
- Maintain contact list of student clubs, administration and student career centers
- Develop the student ambassador program and running it

**Commitment:**
- Approximately 10-15 hours per week
- Mandatory attendance at monthly & quarterly management meetings
- Attendance at Student Outreach team meetings
- Participation in Out On Bay Street events and initiatives

**Works Closely With:**
- President
- Student Outreach Team

**Reports To:**
- President
- Executive Vice President

**Direct Reports**
- Manager, Business & Arts Programs
- Manager, Science, Math & Engineering Programs
- Manager, Professional Graduate Programs
- Student Awards Lead

**Term:** January 2017 – December 2017

**Positions Available:** 1