
Job Title Communications Officer

Team PGSA Executive

Key Relationships

President, Vice President (Community), Vice President (Advocacy), Executive Assistant

Role Purpose

The role of the Communications Officer is to maintain the vital link between the PGSA and the wider postgraduate community at Victoria University of Wellington. The Communications Officer administers the PGSA membership database and mailing list, maintains the PGSA website, is the editor of the PGSA newsletter (the Postgraduate Informer) and works closely with the Vice Presidents to promote the work of the PGSA with posters on campus, social media, and regular emails to the postgraduate community. The communications officer brings creative flair to the PGSA, writing skills, and a commitment to the community aims of the association.

Key responsibilities	Deliverables/outcomes
Email communication with PGSA membership	<ul style="list-style-type: none">• Leading email composition and delivery for promotion, advocacy and any other purposes.• Ensuring mailout systems are operational and scheduled appropriately.• Liaising with President and Vice Presidents to ensure effective communication with all members.
Event calendar co-ordination	<ul style="list-style-type: none">• In conjunction with Vice President (Community), create and distribute the PGSA events calendar.• Add all events to PGSA website and amend as required.• Produce posters and other promotional images/materials for events, distributing to Executive members and PGSA members as necessary.• Assist coordination with internal departments/external organisations as directed by President/VP (Community).
Social media management	<ul style="list-style-type: none">• Manage the PGSA's social media accounts: Facebook, Instagram & Twitter• Make regular posts to social media regarding upcoming events, advocacy drives, website articles and other announcements.
Website and general editing	<ul style="list-style-type: none">• Act as lead admin of the PGSA website, amending and re-designing content as needed.• Copy editing all website articles, policy drafts, reports and documentation produced by the Executive.
PGSA Newsletter	<ul style="list-style-type: none">• Ensure monthly newsletter content is delivered by University bodies, in conjunction with Executive Assistant.• Arrange editorial writing from Executive members.• Design, compose, compile and deliver monthly email newsletter (February-November inclusive).• Save PDF newsletter in PGSA files and archive to New Zealand Library.• Use newsletter to create articles for PGSA website.