

**POSITION TITLE:****Newsletter and Blog Coordinator****REPORTS TO:****Engagement Specialist & Operations Coordinator****COMMITMENT PERIOD:****July 2016 - April 2017****Project Summary:**

The newsletter and blog act to promote Sustain SU (SSU) activities on campus by connecting with the community, and by providing online space for student projects and issues to be explored in greater depth. The goal is to engage the community in a dialog, before, during and after initiatives and events take place. The Sustain SU Newsletter is expected to be released on a monthly basis. The blog is expected to be developed into a platform that promotes student sustainable initiatives, projects, and research.

Potential blog formats:

- A springboard - a hub for community members to connect with ongoing projects, and initiatives.
- An extension of the Newsletter - reporting on the biggest student issues of the month.
- A Blog - cataloguing SSU projects and initiatives. Acting as the main body text of SSU social media releases (i.e. all social media posts will be abstracts and will link to the full story on the blog)
- An archive - of all previous newsletters, VOMs, Humans of Sustainability, Workshops, Student Sustainability Summit presentations, SV & CSV presentations, LT meeting minutes, etc.

Duties & Responsibilities:

1. Conduct a benchmark study. Research the most popular online newsletters and blogs to redevelop SSU's designs and layouts.
2. Develop and present of a year-long communications strategy to increase readership, site visits, and time spent on the blog. Include measures for acquiring data/analytics.
 - a. Establish clear goals with Sustainability Coordinator and Engagement Specialist.
3. Build and maintain the SSU online brand. Utilizing brand fonts, colors, and logos accordingly.
4. Clear and continuous communications with the Social Media, Research, Advocacy, and Outreach Team Coordinators to ensure consistent branding and messaging.
5. Engage SSU projects, sustainable organizations, and sustainable student groups by encouraging them to regularly contribute content for the platforms.
6. Write, edit and curate postings.

Skills & Qualifications:

1. Experience in writing, blogging, new reporting.
2. Interest in collaboration across all Sustain SU initiatives.
3. (Asset) Experience using MailChimp, Blogging platforms, Apple computers, and Google Suite.
4. (Asset) Community-Based Social Media Marketing
5. (Asset) Experience with a sustainability organization on campus.

Hours & Commitments:

- 3 - 4 hours/week.
- Attend Summer and Winter Senior Volunteer Retreats.
- Attendance at Biweekly Leadership Team Meetings.