

Director, Outreach (2)



POSITION SUMMARY

The Alberta Student Leadership Summit (ASLS) is a student-directed conference organized at the University of Alberta to promote leadership development amongst secondary and postsecondary students from across the province. ASLS offers leadership skill development, networking opportunities and inspirational presentations to student leaders through presenters, activities and celebration.

The Directors- Outreach are senior level volunteer positions on the Alberta Student Leadership Summit Planning Committee. The two positions are responsible for collaboratively creating a digital engagement plan, developing a monthly newsletter, and promoting ASLS on campus. These positions will be supported by staff mentors from both the University of Alberta, and the University of Alberta Students' Union.

DUTIES & RESPONSIBILITIES

1. In consultation with staff and other Directors, assess needs and develop a strategy to promote ASLS online.
2. In consultation with staff and other Directors, assess and develop a strategy for engaging on campus.
3. Oversee the delivery of the community outreach strategy.
4. Coordinate and create monthly e-newsletter.
5. Develop a strategy for day of social media (ie. twitter, Facebook, etc) engagement.
6. Coordinate poster, banner and tabling efforts.
7. Determine volunteer requirements for outreach for promotions leading up to ASLS and on the day of.
8. Attend the Alberta Student Leadership Summit, and assist with online presence throughout the day.
 - a. Oversee social media presence during the conference
 - b. Mingle with delegates and encourage conversations.

QUALIFICATIONS

1. Strong organization and written/verbal communication skills.
2. Strong interpersonal skills.
3. Able to attend bi-monthly meetings on the University of Alberta's North Campus from August-December, and weekly meetings in the month of January.
4. Be able to commit to 10 hours per month for conference planning from August to January, and with slightly more time in November and September.

ASSET

1. Be a current post-secondary student.
2. Have previously attended the Alberta Student Leadership Summit.
3. Experience in community outreach.