



## **Sustainability Management Student Association**

Master of Science Program, Sustainability Management (SUMA)  
Columbia University, The Earth Institute and School of Professional Studies  
SUMASA.org | SUMASAboard@sumasa.org

### **Position Description – CO-VICE PRESIDENT OF COMMUNICATIONS**

This position is critical to the SUMASA board and SUMA program. The Co-Vice President of Communications helps to achieve SUMASA's overarching mission to develop a meaningful community for students, foster engagement across the SUMA and NYC sustainability community, and host meaningful professional development and networking opportunities.

The Co-Vice Presidents of Communications work with all the board members to develop a cohesive brand and communication strategy to promote SUMASA and other SUMA-affiliated events, facilitate online discussion and community through social media posts, and communicates with the greater Columbia and NYC communities on behalf of the SUMASA board.

**Eligibility:** Must be able to take on the position for one full year (Spring 2018 – Spring 2019)

#### **Primary Responsibilities**

- Develop and implement a cohesive communication plan that links together efforts of the larger SUMASA board.
- Develop internal and external communications, creating an online presence and profile to create a strong and consistent brand for SUMASA and SUMA.
- Directly manage social media content.
- Coordinate with the Editor-in-Chief to publicize events and opportunities using the newsletter and website.
- Coordinate with the Vice President of Events to remain up to date on all board member projects and related events in order to develop necessary communications.
- Communicate with SUMA faculty and staff to promote events.
- Coordinate with SUMA organizations to create clear and consistent messaging.

#### **Relevant Skills**

- Enthusiasm about SUMASA and SUMA!
- Strong organizational skills.
- Ability to communicate across all platforms in a clear and concise fashion (verbal & written).
- Ability to multi-task between content platforms.
- Familiarity with MailChimp, Wordpress, Facebook, Twitter, Instagram, and other social media applications.

#### **What You Will Gain!**

- Strong command of project management and communications skills that will impress potential employers.
- Increased visibility in the SUMA program, with students, alumni, and the Greater NYC Sustainability network.
- An insider's view of the SUMA program and a greater understanding of what it takes to support and manage an effective voluntary board.