



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 – VICE PRESIDENT OF COMMUNICATIONS

The 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 Vice President of Communications works 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 communicate with the greater Columbia and NYC communities on behalf of the SUMASA board.

Term: This role is year-long, transitioning on Spring Graduation Day each year (in mid/late May).

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 VP 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.

What Can Help You Succeed in This Role:

- Enthusiasm about SUMASA and SUMA!
- Strong organizational skills.
- Strong written and verbal communications skills.
- Ability to communicate across all platforms clearly and concisely and to multi-task between content platforms.
- Familiarity with Facebook, Twitter, Instagram, and other social media applications.

What You Could Gain:

- Project management and communications skills that will signal professionalism to potential employers.
- Increased visibility in the SUMA program and networking presence with students, alumni, and the greater NYC sustainability network.
- An understanding of what it takes to support an effective voluntary board.