

**Public Relations & Development Director:**

- Organize, plan and execute programs that promote an inclusive and supportive community for graduate and professional students.
- Administer the Programs Committee budget
- Make updates to GPSA Website to promote committee activities
- Create marketing plan and materials for committee activities
- Enable close working relationships with the UNM community and other organizations on campus
- Create annual GPSA events calendar including at least two (2) Club 89 events per year
- Collaborate with the Student Activities Center (SAC) and the Associated Students of the University of New Mexico (ASUNM) on programs/events that interest the GPSA membership
- Hold regular committee meetings at least once per month while GPSA Council is in session
- Adhere to the Constitution and Bylaws in the effective execution of their position
- Assemble and manage a committee comprised of no fewer than five (5) members
- Hold voting membership on the Executive Board
- Plans and executes events for Grad Student Appreciation Week [Annual Spring Event]
- Manage social media accounts across all platforms including, but not limited to, Instagram and Twitter
- Work with the University Foundation and third parties to raise funds for GPSA Grants accounts as well as graduate-student needs such as, but not limited to, the Lobo Foodbank.
- Maintain scheduled office hours in the GPSA Office [10 Hours/week]
- Ensures delivery of PR Director reports to GPSA Council at least once per semester
- Provide end of semester and annual written public report to the President and GPSA Council
- All other duties as reasonably requested by the President or as defined by the GPSA Constitution and Bylaws.

**Qualifications:**

- Must be accepted and enrolled in a graduate or professional program
- Outgoing people-person comfortable engaging with diverse people and communities
- Strong verbal and written communication skills, including comfort with public speaking
- Motivated self-starter who can complete projects with minimal supervision
- Understanding of basic marketing strategies, including social media
- Experience with event organization and management preferred
- Experience with website administration preferred
- Conduct themselves in a manner that promotes professionalism and respect among GPSA members

**Compensation:**

- Stipend is determined annually through the annual budget process or appropriation.