**The Official Handbook for**

**The Office of Director of Communications**

*Last Revised by Andrea D’Paola on April 26, 2023*

**ARTICLE 1. ASB Office of Director of Communications**

**SECTION 1.01 Office of Director of Communications**

1. **Name:**

a. The name for this office shall be called “The Office of the ASB Director of Communications.”

2. **Establishment:**

a. In compliance with Article 1, Section 3 of the “Bylaws of the Constitution of the Associated Students of Point Loma Nazarene University” this Handbook for the Office of the Director of Communications has been established.

**SECTION 1.02 ASB Director of Communications**

1. **Name**

a. The name for this officer shall be called “ASB Director of Communications.”

2. **General Responsibilities:**

a. To oversee the ASB Archives which shall include all ASB related documents and records for historical purposes including, but not limited to, ballots and the official ASB website.

b. Attend two Diversity Leadership Scholarship Trainings coordinated by the Office of Multicultural and International Student Services per semester. This requirement shall be reviewed annually with the Director of OMISS.

c. To maintain an accurate record of unofficial and official minutes of all business meetings of the ASB Board of Directors.

d. To serve as the Student Government liaison to the Office of Alumni Relations in Homecoming preparation and planning.

e. Responsible for management of the ASB portion of the portal..

f. To serve as Chief Elections Officer for coordinating all Student Government related elections including, but not limited to, Student Senate and ASB Board of Directors by:

i. Fulfilling the duties outlined in the Student Government Elections Code.

ii. Establishing a timeline and executing election processes.

g. Upon completion of both Fall and Spring semester, the Director of Communications will appear in front of the Student Senate and report summaries of all activities and events planned and executed throughout the entire year. The Student Senate review appearance shall be completed prior to the final payment made to the ASB Director of Communications.

h. The incoming Director of Communications will be responsible for planning the upcoming year and meeting with the incoming Board of Directors for a maximum of 5 hours a week during the summer prior to their elected term.

3. **Administrative Responsibilities:**

a. To attend all weekly meetings of the ASB Board of Directors.

b. To manage the Office of the Director of Communications.

c. To maintain all necessary records of the Office of the Director of Communications.

d. To manage the marketing team.

e. To attend all weekly meetings of the CAB or delegate to the assistant of the Director of Communications.

4. **Turnover Procedures:**

a. To spend an appropriate amount of hours in training with the incoming ASB Director of Communications including, but not limited to:

i. Elections

ii. Meeting with key staff in Alumni Relations

**SECTION 1.03 Office of the Director of Communications Personnel**

1. Personnel

a. Contingent upon the ASB budget, the Office of the Director of Communications shall have five hourly positions to assist in the areas listed:

i. Personal Assistant:

1. Elections coordination and execution

2. Maintenance of Archives

3. Administrative assistance

4. Attend CAB meetings as directed.

ii. Website Manager:

1. Updates and oversight of (plnuasb.com)

2. Attend and manage content related meetings

1. With all ASB Assistants
2. With Marketing Team
3. With Director and Assistant Director of Community Life
4. With any interested partners

iii. Social Media Manager:

1. Regularly communicate with other ASB Board of Directors about upcoming events to be advertised

2. Manage all PLNU ASB social media accounts

3. Work with the graphic designer to create graphics to post iv. Graphic Designer:

1. Responsible for all ASB BOD graphic design needs

v. Photographer:

1. Document the appropriate ASB BOD activities and events

2. Responsible for editing and sending photos as needed.

vi. Videographer:

1. Document the appropriate ASB BOD activities and events

2. Responsible for editing and sending videos as needed.