

Graphics and Communications Team

COMMITTEE LEAD Graphics & Communications (1 position)

- Oversees both graphic direction and messaging quality
- Sets brand guidelines: fonts, image filters, voice & tone templates, accessibility criteria (alt text, colour contrast). Ensures consistency across posts and campaigns.
- Allocates assets to designers; reviews and approves weekly posts (feed, Stories, Reels), ensuring content aligns with ESS advocacy and events agenda.
- Owns caption-writing, tone, and narrative structure: collaborates with other committee leads for approvals before postgo-live.
- Coordinates with advocacy on podcasting, email newsletters, and web updates; fact-checks, styles copy, and monitors comment moderation and community inboxes.
- Trains all committee members in best-practices for inclusive communication, naming etiquette, and culturally sensitive language.
- Monitors trending topics or crises on campus; advises exec whether to issue timely responses or escalate to advocacy team.
- Handles all online form submissions sent through social media platforms

Graphic COMMITTEE MEMBER (3 positions)

Each reports to the Committee Lead and takes ownership over one of these sub-functions:

- Instagram Posts & Carousels – static & motion graphics, campaign visuals.
- Instagram Posts – Major Events (I.e Meet the team, black power, limitless).
- Instagram stories - print media for promotions, and also videography

Events Team

This team's dual mission: (a) plan signature conference annually (b) run community-building events each semester.

COMMITTEE LEAD Events (1 Position)

- Serves as primary host and visionary for both conferences; handles theme development, speaker contracting (travel, Zoom/AV logistics), abstract call, selection process, and liaises with USC funding bodies.
- Delegates tasks to Directors (e.g. venue logistics, sponsorship, publicity), runs weekly production meetings, and ensures post-conference feedback forms are collected.
- Manages at least 1 smaller event per semester (e.g. cultural fairs, social mixers, film nights, educational booths) and supports the Conference director with event staffing during high-demand times.
- Plans events according to timelines: ideation, budgeting, space booking, supply orders, volunteer scheduling, accessibility planning, and risk assessments.
- Ensures each event holds an advocacy or inclusion tie-in (e.g. microaggressions booth, diversity passport campaigns) while retaining social engagement value.

Conference COMMITTEE MEMBER (1 position)

Each oversees a specific cluster of conference responsibilities:

- Logistics & Operations – room setup, A/V, registration desks, accessibility, event signage, parking pass coordination.
- Program & Speaker Liaison – communication with keynote speakers, workshop facilitators, volunteer roles, abstracts.
- Sponsorship & Partnerships – secures funding or in-kind support from campus units or local businesses.
- Directors coordinate pre-conference prep (e.g. run-throughs, tech checks) and post-event debrief with committee lead to capture lessons learned.

General Events COMMITTEE MEMBER (2 position)

- Proposals must include purpose, target audience, run-of-show, action learning outcome, and feedback form design.
- Acts as main contact for vendors, liaises with Communications & Marketing for promotion, coordinates with other teams (e.g. Advocacy for educational content).
- Runtrouble-shoots onsite, ensures each event meets safety/well-being expectations, leads debrief data collection.

Advocacy & Outreach Team

Leads ESS's educational campaigns, cultural partnerships, and external engagement, ensuring both advocacy initiatives and outreach efforts uphold cultural accuracy, social justice awareness, and strong community connections.

COMMITTEE LEAD Advocacy & Outreach (1 position)

- Oversees all advocacy campaigns and outreach initiatives, ensuring balance between on-campus impact and external collaborations.
- Plans and facilitates monthly content calendars, integrating advocacy messaging with relevant national/campus initiatives.
- Coordinates guest speakers, press/media statements, and intergroup partnerships (e.g. Pride, Faith groups, film clubs).
- Maintains oversight of outreach partnerships with student groups, cultural organizations, and community collaborators.
- Provides mentorship and direction to Advocacy and Outreach Committee Members.

Advocacy COMMITTEE MEMBER (1 position)

- Researches, drafts, and develops at least two informative or issue-based posts per month (e.g. carousels, Reels, infographics).
- Sources credible statistics, historical context, and stories; works with Graphics for design and formatting.
- Maintains the advocacy resource folder with up-to-date fact sheets, articles, and reference materials.
- Provides cultural editing for ESS materials to ensure sensitivity, accuracy, and inclusive tone.
- Supports integration of advocacy content into ESS events and collaborative campaigns.

Outreach COMMITTEE MEMBER (1 position)

- Builds and maintains connections with campus groups, local cultural clubs, and regional organizations for potential partnerships.
- Coordinates guest speakers, collaborative events, and external representation opportunities.
- Manages procurement logistics (ordering supplies, coordinating drop-offs/pick-ups, tracking shared resources).
- Documents partnership outcomes and assists in building long-term external relationships for ESS.