

Graphics and Communications Team

Committee Lead Media & 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 Members (2 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 event 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 Directors (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 Directors (3 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).
- Runstrouble-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.