



## Community Life Representative - Marketing and Communications

**Department:** Department of Student Development  
**Supervisor:** Community Life Coordinator (Undergraduate)  
**Time Commitment:** August 24, 2025 to April 10, 2026

### Position Summary:

The Community Life Representative (CLR) - Marketing and Communications is an executive position within the Tyndale University Undergrad Student Association (TUUSA) Council. As an executive member the Representative is responsible for promoting the vision and mission of the Council and to represent the student body. As a student leader they are responsible to model and uphold the standards set in the Tyndale Student Handbook and to strive for excellence in their academics.

The Representative's primary responsibility is to market the Council, House, and Student Life events through social media avenues as well as take photos and video during the events for future use as well as showcasing the events in real time on social media.

The Representative is responsible to the student body, the President of the TUUSA Council, and Student Life.

### Student Leadership Responsibilities:

- Attend spring, fall, and winter, student leadership training sessions
- Attend fall and winter student leadership retreats
- Attend monthly student leadership team meetings
- Meet regularly with the President of the TUUSA Council
- Meet regularly with the Community Life Coordinator (Undergraduate).
- Assist with facilitating different activities during Orientation Week
- Attend and assist with facilitating activities during U Getaway

### Appointment Responsibilities:

- Marketing
  - Advertising for Council events, House events, and House challenges.
    - Develop advertising materials based on the information provided by the groups: date, time, location, theme, etc.
    - Post on Tyndale Students Life social media platforms
  - Responsible for managing social media coverage in conjunction with Student Development.

- Post “stories” during and after events
  - Create promotional videos for various events: Council, Houses, Student Life, and Athletics
  - Photograph and video at events: filming & editing
    - Collect photos of various events to use for present and future advertisements of events
  - Meet with Executive team weekly to support the overall vision and mission of the council
  - Meet with Marketing once a semester to gain training and build cohesive vision for marketing the Tyndale Student experience
  - Attend House Leader team weekly meetings to determine needs and communicate upcoming events for the House Leaders weekly emails
    - Work with Community Life Coordinator to stay up to date on weekly event details
  - Ensure others on the council are aware of deadlines for advertising and marketing needs
  - Responsible for sharing content produced by House Leaders for their upcoming events and activities
- This service opportunity will demand a minimum of 7 hours per week each semester

### **Qualifications**

- A cumulative GPA of 2.30 and a current GPA of 2.00. If the student's cumulative GPA is less than 2.3 then the student must have a current GPA of 2.7 in the previous semester.
- Good financial standing with Tyndale.
- Good standing with chapel attendance.
- Able to return to campus before fall and winter semesters start for training and/or retreats
- Have served in some previous student leadership capacity at Tyndale University Undergrad
- Able to take initiative, think creatively.
- Actively involved within the Tyndale Community.
- Administrative and organizational abilities.
- Be a good role model for students.
- Commitment to Tyndale's mission and vision.
- Experience with photography, videography, and editing
- Desire for personal growth.
- Experience with conflict resolution.
- Good verbal communication skills.
- Previous Leadership experience.
- Professing Christian with demonstrated spiritual maturity.
- Uphold and adhere to the statements, standards, and guidelines set out in the Student Handbook.

*Revised December, 2024*