



## Director of Communications ROLE DESCRIPTION 2025-2026

### What is the Indiana University Student Government (IUSG)

Founded in 1912, Indiana University Student Government (IUSG) exists to protect student rights and enrich student life. As the voice for all undergraduate and graduate students at IU Bloomington, IUSG works to ensure student perspectives shape decisions at all levels of governance. Beyond advocacy, IUSG develops and implements programs and projects that support students and address key campus challenges. IUSG is structured into three branches, Executive, Legislative, and Judicial, mirroring the federal government to ensure democratic representation and efficient governance. The Executive Branch, led by the Student Body President and Vice President, spearheads initiatives while advancing strategic priorities through its departments and offices. By fostering an inclusive and supportive campus, IUSG ensures that every Hoosier can thrive, academically, socially, and personally.

### Responsibilities as a Member of the IUSG Executive Branch

- Participating in weekly Cabinet meetings and any required one-on-one meetings. Additionally, attending emergency meetings as needed.
- Advising the Leadership Team on departmental or office matters and broader issues affecting the student body.
- Developing and presenting proposals to the Executive Branch on events and programs within your department or office's scope.
- Managing a department-level or office-level budget with precision and accountability.
- Collaborating with Executive Branch members, other branches of IUSG, and student organizations to implement and execute programs effectively.
- Engaging with the Student Body Congress when relevant legislation impacts your department or office.
- Making an effort to attend IUSG events and service opportunities to support organizational initiatives and engage with the student body.
- Responding to emails and texts in a timely manner.
- Consulting with the President before engaging with the press or making any public statements on behalf of IUSG.
- Acting as an extension of the President, you will provide expertise in your department or office while representing IUSG on university committees, internal hiring committees, and ad hoc committees as appointed by the President.
- Upholding the IUSG Code of Conduct, and any standing rules established by the Executive Branch, while demonstrating respect for fellow members and a commitment to the IUSG Constitution and Bylaws.

## **Background of the Secretary of Communications and Executive Press Secretary**

The Secretary of Communications role was redefined in 2024 by the FUSE administration, incorporating the Executive Press Secretary responsibilities. This position leads IUSG's external communications, ensuring that students are informed and engaged with their student government. In 2024, the Department of Communications was also expanded with the creation of Graphic Designer, Photographer, and Videographer roles to strengthen IUSG's digital presence. That same year, the FUSE administration introduced the Branding and Style Guide, establishing a framework for consistent and professional communication across all platforms. Additionally, the launch of The Informed Student newsletter in 2024 significantly increased IUSG's transparency and student engagement, delivering monthly updates on policies, programs, and resources to the student body.

## **Specific Responsibilities of the Secretary of Communications and Executive Press Secretary**

- Overseeing IUSG's digital content strategy, including managing a team of a graphic designer, photographer, and videographer.
- Leading social media engagement efforts, ensuring timely and effective communication of IUSG's initiatives, advocacy, and student resources.
- Coordinating the publication of The Informed Student newsletter, ensuring consistent and transparent communication with the student body.
- Serving as the primary liaison between IUSG and external media and news outlets.
- Managing IUSG's public messaging, including drafting statements with the Student Body President and Vice President when necessary.
- Managing, updating, and enforcing IUSG's Marketing Guides, including the Branding Guide and Style Guide, to ensure consistent messaging and visual identity.

## **Required Meetings and Work Hours**

- Cabinet meetings are held every Tuesday from 6:00 PM to 8:30 PM. Attendance is required.
- Weekly or biweekly one-on-one meetings with the Chief of Staff and members of the Department of Communications are scheduled mutually, each lasting 30 minutes to one hour.
- The role requires a commitment of 3-5 hours per week for administrative and role-specific tasks.
- A minimum of one front desk shift of at least one hour is required every two weeks.
- If representing IUSG on a university committee, monthly meetings are expected.
- In total, the role requires approximately 8-10 hours per week.

*iustudentgovernment.indiana.edu*