

COMMUNICATIONS PORTFOLIO: CALL FOR APPLICATIONS

Drafted by: Charlotte Fuller, Director of Communications 2018/2019

WEBSITE TEAM (1 position)

The Website Team is responsible for maintaining and updating the OMSA Websites (omsa.ca and omsw.ca). Applicants do not need technical skills when applying but must be able to acquire them rapidly. Experience with web development languages (HTML, PHP, CSS and JavaScript), Drupal (the platform used for the OMSA websites), FTP & SSH (for communicating with the server), Linux CentOS (for managing the server), Vesta Control Panel & PhpMyAdmin (for managing the websites), Photoshop (or similar, for image editing) and/or Adobe Acrobat (or similar, for PDF editing as well as compressing large PDF files before posting online) would be beneficial for the role but is **not mandatory**.

Senior Website Lead (SWL): Anish Naidu (asrinivasannaidu2019@meds.uwo.ca)

POSITIONS

1. **Junior Website Lead (JWL):** 2-year position, moves into role of Senior Website Lead upon 2nd year of term
 - Learning role under the supervision of the SWL. Will complete tasks assigned by SWL and learn operation of server and websites, programming languages and related software. Responsibilities will increase over the year as they move into SWL role.

APPLICATION QUESTIONS

1. Describe an experience working in a team setting? What were the challenges you faced in this setting? What worked well?
2. Why do you want to join this team and do you have any specific ideas for the OMSA website?
3. Do you have experience with web development languages including: HTML, PHP, CSS and JavaScript? If so, in what capacity have you used these languages?
4. Do you have experience with programs such as Photoshop (or similar) or Adobe Acrobat (or similar)? If so, in what capacity have you used these programs?
5. Have you previously managed, designed, or worked on a website before? If so, please describe the details of your role and if possible attach the URL to the website.

DESIGN TEAM (2 positions)

The Design Team is responsible for designing logos, infographics, and assorted promotional materials as needed for initiatives spearheaded by various OMSA portfolios. In addition, the team created and maintains OMSA's [Design Guide](#) as well as [templates](#) for letters, press releases, presentations, and other documents for use by OMSA members. All team members should have some familiarity and experience with graphic design. Having access to editing software such as [Affinity](#) or [Adobe Creative Cloud](#) applications may be beneficial, but is not required; alternative options such as [Canva](#), [Pages](#), and [PowerPoint](#) may be sufficient for certain projects.

Senior Design Lead: Nikhita Singhal (nikhita.singhal@medportal.ca)

POSITIONS

1. **Junior Design Lead (JDL):** 2-year position, moves into role of Senior Design Lead upon 2nd year of term
 - Learning role under the supervision of the SDL. Works alongside SDL to create graphics, infographics, and aide in promotional materials. Responsibilities will increase over the year as they move into the SDL role.
2. **Design Support Member:** 1-year position
 - Support in completion of graphic design tasks assigned by the SDL and JDL

APPLICATION QUESTIONS

1. Describe an experience in a team setting? What were the challenges you faced in this setting? What worked well?
2. Why do you want to join this team and do you have any specific ideas for the OMSA Design Team?
3. Do you have previous experience working in graphic design? If so, please elaborate stating role and specific programs used (Affinity, Adobe Creative Cloud, Canva, Pages, PowerPoint, etc). Feel free to attach links to projects.
4. Please state which position you would like to apply for on this team (Junior Design Lead or Design Support Member). An anonymized CV is required if applying for the Junior Design Lead Position.

SOCIAL MEDIA TEAM (2 positions)

The Social Media Team is responsible for, but not limited to, call for submissions and production of the monthly OMSA Communique, sharing OMSA events and promotions via OMSA's social media platforms, responding to comments and questions on OMSA's social media platform, and using OMSA's social media platforms to share opportunities and news relating to Ontario medical students.

Senior Social Media Team Lead: Tyler McKenchie (tyler.mckenchie@medportal.ca)

POSITIONS

1. **Junior Social Media Lead:** 1-year position (can be longer depending on school year)
 - Works alongside the Senior Lead in a learning role to ensure completion of team tasks. Supports the Senior Lead as needed and helps coordinate tasks with the Team Member.
2. **Social Media Team Member:** 1-year position
 - Works as a support member to the Social Media Team by assisting with the team's responsibilities as needed.

APPLICATION QUESTIONS

1. Describe an experience working in a team setting? What were the challenges you faced in this setting? What worked well?
2. Why do you want to join this team and do you have any specific ideas for the Social Media Team?
3. Do you have any experience with Social Media campaigns or teams? If so, please elaborate.
4. Please state which position you would like to apply for on this team (Junior Social Media Lead or Social Media Team Member). An anonymized CV is required for the Junior Social Media Lead position.

PHOTO & VIDEO TEAM (2 positions)

The Photo & Video Team is responsible for photography/videography for OMSA and OMSW events and interviews, and the editing and distribution of this material via OMSA's social media platforms and website. Experience in photography and photo editing is not mandatory but would be beneficial.

POSITIONS

1. **Senior Photo Lead (SPL):** 1-year position (can be longer depending on school year)
 - Responsible for the Photo/Video OMSA team. Manages the JPL and delegates tasks appropriately. Works closely with the Director of Communications and OMSA event leads to provide photography/videography for OMSA events.
2. **Junior Photo Lead (JPL):** 2-year position, moves into role of Senior Design Lead upon 2nd year of term
 - Learning role under the supervision of the SPL. Expected to take initiative to learn photography/videography and editing skills by working on projects in collaboration with the SPL. Responsibilities will increase over the year as they move into the SPL position.

APPLICATION QUESTIONS

1. Describe an experience working in a team setting? What were the challenges you faced in this setting? What worked well?
2. Why do you want to join this team and do you have any specific ideas for the Photo/Video Team?
3. Do you have experience with photography/videography or editing? If so, please elaborate and feel free to provide links to your work.
4. Please state which position you would like to apply for on this team (Junior Photo Lead or Senior Photo Lead). An anonymized CV is required for the Senior position.

STUDENT HIGHLIGHTS TEAM (3 positions)

The Student Highlights Team's responsibilities include, but are not limited to, coordinating and releasing the OMSA Student of the Season and sharing Ontario student highlights and initiatives. The team's focus is to share and highlight the initiatives of Ontario medical students to help empower students and to spread awareness of initiatives across the province.

POSITIONS

1. **Student Highlights Lead (SSHL):** 1-year position (can be longer depending on school year)
 - Responsible for the management and supervision of the Student Highlights team. Supports the SOTS and Student Highlights members as needed and works closely with the Director of Communications.
2. **Student of the Season (SOTS) Member:** 1-year position, able to apply to move into the SSHL role at the end of term if interested
 - Responsible for sending out call for nominations, evaluating nominations and selecting student, and interviewing student and coordinating with **Social Media Team** to share via social media platforms
3. **Student Highlights Member:** 1-year position, able to apply to move into the SSHL role at the end of term if interested
 - Responsible for coordinating student highlights, picking highlights themes (ex. initiatives in medicine), gathering statements and photos from students, and coordinating with **Social Media Team** to share via social media platforms

APPLICATION QUESTIONS

1. Describe an experience working in a team setting? What were the challenges you faced in this setting? What worked well?
2. Why do you want to join this team and do you have any specific ideas for the Student Highlights Team?
3. Please state which position you would like to apply for on this team (Student Highlights Lead, Student of the Season Member, or Student Highlights Member).
4. If you are interested in the Student Highlights Lead position, what past leadership experiences do you feel will make you a strong candidate for this position? An anonymized CV will also be required.