

Media Team

Four members of the senior class, appointed by the Marshals. **Taking on the responsibility of Media Team member is a significant time commitment (average 3+ hours a week in fall semester/average 7+ hours a week in spring semester). You should consider this one of the most significant extracurricular commitments of your senior year.** Successful Media Team members have had one or more of the following skills: photography, graphic design (making posters, Facebook banners and filters, and infographics), website design, and video production.

- Under the leadership of the Class Secretary, ensure that communications regarding class events are coordinated across the Class Committee.
- Coordinate with Class Secretary to create and update a class website, social media accounts, and email newsletter templates.
- Working with the Class Secretary, ensure that the class website, social media accounts, and Google calendar are up-to-date and accurate.
- Create class logo files based on submissions from the class.
- Taking direction from the Class Secretary, HAA and HCF Staff, and First and Second Marshal, create publicity content and materials, applications, graphics, and photos/videos to support and facilitate class engagement and gift efforts, including making media for presentations.
- Create a style guide and a system for publicity requests from Marshals and House Representatives and set time expectation for completion of projects.
- Assist with special projects, such as the Reflections Collection, and recruit additional volunteers as needed (in coordination with the Class Secretary).
- Respond to email communications from HAA and HCF staff and Class Committee members in a timely manner. Post to social media as requested.
- Attend **one** weekly meeting:
 - (*Fall and spring*) Attend weekly meetings led by the Class Secretary and HAA and HCF staff to discuss the execution of and timeline for class publicity and marketing strategy needs.
- Attend meetings and trainings as necessary.
 - Attend Executive Committee meetings (6-7 throughout the year).
- Make a Gift to the Harvard College Fund as part of Senior Gift.

Responsibilities: Post-Graduation

- Work closely with the members of the Class Committee and activities chairs to plan, facilitate, and communicate about class and alumni activities regionally, on campus, and online.
- Nominate and recruit alumni volunteers, in consultation with other Class Committee members and HAA and HCF staff.