**Publication officer**

**Yonina Yang (MBBS II)**

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| **Name of position:** | Publication Officer |
| **Elected:** | At AGM, by secret ballot |
| **Position description and main roles:** | **Educating, Inspiring and Empowering**  The Publications officer is primarily responsible for creating the official advertising material and publications for the Society, in collaboration with other members of the committee. They ensure that members are kept up to date on the activities of Insight, that all events and publications are maintained at a professional standard.  **Practical Aspects of the Role:**  The principal responsibilities of the role revolve around being drafting the annual Insight calendar, working with other portfolios to assist in the design and production of other Insight marketing and publication materials (i.e. Event cover pages, sponsorship prospectus and certificates) and regulating Insight’s social media platforms (posting stories and event reminders).  Other tasks include helping out at Insight Events. |
| **Positives of position:** | * The work is enjoyable and the only limit of what you can do is your own creativity (photoshop/publisher skills can be learned!). * The opportunity to work with many different people through developing marketing materials for Insight’s events. * Developing an awareness of Insight’s global health focus * Developing an understanding of how to put together a blog that celebrates the goals and achievements of a student-run charity * Working in a team of excellent like-minded people * Having creative input into the construction and overall presentation of event posters, sponsorship prospectus and merchandise. |
| **Negatives of position:** | * Slightly more time-demanding when people require posters etc * Keeping on top of event dates and working on posters in advance. |
| **Time required:** | Between 1-2 hours per week. |
| **Ideas for the future:** | Development of further adaptations of the Insight logo relevant to different streams of the society, similar to the current logo for the insight Indigenous program.  Maintaining a high social media presence by posting more stories, updates on events and relevant Global Health Info. Perhaps having posts on member bios and setting up a merchandise shop/link in conjunction with the IT officer. |
| **Experience required:** | None. Previous experience with Adobe or other design programs is useful but not necessary. |
| **Past office bearers:** | 2021: Halin Lee (MBBS II)  2020: Yonina Yang (MBBS II)  2019: Shyanne Premnath (MBBS II)  2018: Carla De Angelis (Honours MBBS V)  2017: Joss Lines (MBBS III) (Amalgamation of 2 previous roles)  2016: Denise Braica (MBBS IV - Curriculum Officer), Annie Pham (BDS IV - Marketing Officer)  2015: Logesh Palanikumar (MBBS IV - Curriculum Officer)  2014 & 2015: Hiep Tu (MBBS III & IV - Marketing Officer) |