

I, Minna Szmekura , Publications and Marketing Vice-President of the Murdoch Student Law Society, submit the attached as my Executive Committee Report.

Introduction

Being the marketing executive for the MSLS for 2022 has definitely been an experience I won't forget, between the good and bad time within the role I have always been enthusiastic about fulfilling my role to the best of my ability. And have loved working with the other executive members and committee. Despite issues with getting officers initially and losing one early on, my pubs and marketing officers have been amazing with very few issues.

Despite having had a good time as executive it has been very stressful and tiring, the marketing executive position whilst not as active as the other portfolios outwardly is a constant job that engages with all portfolios and law firms to distribute what they need when they need it. Whilst on most occasions there has been no issues, there has been instances where my position has not been taken as seriously and occasions where the marketing portfolio has been viewed as lesser than the others leading to being taken advantage of to get what you need out when you need it regardless of my capabilities and other responsibilities. In future years I think the job and importance of the marketing portfolio needs to be highlighted to other committee members as they need to understand that their portfolio is most likely not the only one wanting something distributed.

Advertisement

The use of social media as a marketing tool for our sponsors to advertise their opportunities to our members has been successful this year and has given our members the opportunity of experiences they otherwise would not know about, however there is a disconnect between the law firms and the marketing team as many law firms do not have direct access to the marketing email or do not know it is there. This has led to the marketing team relying on other executive members to forward the email to the marketing team and causes a delay in posting time as well as making it harder for us to contact the law firms back regarding marketing materials.

In terms of advertising of MSLS related events the advertising has been much easier to coordinate with other members of the committee and executive to get the needed information, however as with many years there has still been a lot of me having to chase down information or being told to post something then told to change it once it has been posted cause I was given the wrong information. This is an easy fix that can definitely be improved on in coming years

Branding and Exposure

Merchandise

Admittedly the merchandising for the MSLS this year has definitely come later than I would have liked due to unforeseen circumstances and would not have been possible without the amazing help from my fellow committee members Evelyn and Ella as well as Andre and Olivia helping coordinate the making and distributing of the 2022 jumpers. Whilst they came late I am thrilled with how the jumpers turned out.

In future years I do think that potentially having the input of our members in the designing of the jumpers may be useful as there was some negative feedback on the design.

Carpe Diem

This years Carpe Diem has not been as successful as I would have liked as unfortunately despite numerous call out there has not been much interest from students to participate in writing an article, however I will still be trying to get a Carpe together.

Other Acting Capacities

The other acting capacities of the marketing executive are limited and there is nothing much to comment on.

Conclusion

In conclusion the role of marketing executive has been both a blessing and a curse with a wonderful experience but lots of stress surrounding it. As it stands the marketing executive

position and portfolio needs to be improved upon to get the most out the committee without the mental toll on those in the positions.

Schedules

Schedule 1 - Responsibilities of the Publications and Marketing Vice-President

Schedule 2 - Publications and Marketing Officer Reports

Schedule 1: Responsibilities of the Publications and Marketing Vice-President

It is the responsibility of the Publications and Marketing Vice-President to:

- endeavour to advertise all Society events, functions and competitions at least three weeks before the scheduled event, function or competition;
- actively encourage branding and exposure of the Society through online professional platforms such as LinkedIn;
- coordinate the sale of all Society merchandise; and
- act as Editor-in-Chief of the Society's publication, Carpe Diem.

It is the responsibility of the Publications and Marketing Vice-President, as a member of the Executive Committee, to:

- proactively provide leadership and guidance to the Executive Committee, Committee and Sub-Committee;
- ensure that every Committee Member understands the expectations of their position, the objectives of the position and the objectives of the Society, whether outlined formally in this Constitution or informally in any other guidelines publicly published by the Society;
- represent the interests of the relevant Executive portfolio, Committee members and students;
- oversee the activities of the relevant Executive portfolio and delegate responsibility to the relevant Committee Member;
- assist the Committee in all endeavours, events and projects where appropriate; and
- work one (1) weekly shift in the Café of the Society in accordance with the appropriate By-law.

Schedule 2 - Publications and Marketing Officer Reports

Publications Officers		
Projects		
Committee Relationships		
Perception of the Society		

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