

GORDON COLLEGE STUDENT ASSOCIATION

GCSA CABINET

Job Descriptions

STUDENT LEADERSHIP ROLES

Student Body President

Vice President

Director of Finance

Director of Clubs

Director of Communications

VISION • STEWARDSHIP • BELONGING • COMMUNICATION

GCSA CABINET ROLE

Student Body President

GORDON COLLEGE STUDENT ASSOCIATION

STUDENT BODY PRESIDENT

Overview

The GCSA Student Body President serves as the primary student leader and representative of the undergraduate student body at Gordon College. This role provides vision, direction, and culture-setting leadership for GCSA and works closely with the Cabinet, Senate, campus partners, and college administration.

The President leads with integrity, clarity, and humility, ensuring that GCSA operates effectively, communicates transparently, and reflects the needs and voice of the student body. This role requires strong relational leadership, thoughtful decision-making, and the ability to balance strategic vision with day-to-day execution.

The President works in close partnership with the Vice President and Advisor to ensure alignment, accountability, and momentum throughout the year.

Core Responsibilities

1. Vision & Strategic Leadership

- Cast and articulate a clear vision for the year.
- Set annual priorities for GCSA in collaboration with the Cabinet.
- Ensure initiatives align with Gordon's mission and student needs.
- Guide goal setting at the beginning of each semester.
- Maintain continuity from year to year.

2. Cabinet Leadership

- Lead weekly Cabinet meetings.
- Create meeting agendas in collaboration with the Vice President and Advisor.
- Ensure accountability on projects and initiatives.
- Delegate responsibilities clearly and appropriately.
- Foster a culture of collaboration, ownership, and follow-through.

3. Senate Leadership

- Preside over Senate meetings.
- Facilitate productive, efficient, and respectful discussions.
- Guide voting processes and decision-making.
- Support Senators in understanding their roles and responsibilities.
- Ensure that Senate functions as a representative body of the student voice.

4. Representation & Advocacy

- Serve as the primary liaison between students and administration.
- Attend meetings with college leadership as requested.
- Advocate for student concerns in a thoughtful and solutions-oriented manner.
- Communicate updates from administration to GCSA clearly and responsibly.
- Represent GCSA at key campus events and formal functions.

5. Campus Engagement & Visibility

- Be present and visible at major GCSA events and initiatives.
- Support collaboration with:
 - Campus Events Council (CEC)
 - Clubs
 - Publications
 - Campus partners
- Promote unity and shared purpose among student leaders.

6. Communication

- Work closely with the Director of Communications to ensure consistent messaging.

- Communicate regularly with the student body through:
 - Email updates
 - Social media
 - Public addresses at events
- Ensure transparency around major initiatives and decisions.

7. Team Development

- Invest in the personal and leadership growth of Cabinet members.
- Hold regular one-on-one check-ins with the Vice President.
- Encourage healthy boundaries, balance, and sustainability in leadership.
- Help resolve interpersonal challenges within Cabinet or Senate.

Over the Summer / End of Spring Semester

- Participate in transition meetings with outgoing President.
- Meet with Advisor to set summer planning goals.
- Collaborate on annual vision and strategic priorities.
- Review GCSA documents, governing procedures, and event calendar.
- Engage in team building with incoming Cabinet.

Fall Semester

- Lead fall goal setting and vision alignment.
- Oversee First Blast / Scottie Fair planning in collaboration with the Director of Clubs.
- Support Chartering Night processes in partnership with the Director of Finance and Clubs.
- Maintain strong collaboration with campus partners.
- Ensure momentum and morale remain strong mid-semester.

Spring Semester

- Guide GCSA election season.
- Support transition planning for incoming Cabinet.
- Ensure documentation and systems are prepared for continuity.
- Reflect on yearly impact and gather feedback for improvement.

Weekly / Day-to-Day Responsibilities

- Lead Cabinet meetings.
- Preside over Senate meetings.
- Meet regularly with Advisor.
- Meet regularly with Vice President.
- Respond to student concerns and emails.
- Monitor progress on active initiatives.
- Maintain visibility across campus.

Leadership Qualities for This Role

The President should demonstrate:

- Integrity and emotional maturity
- Strong communication skills
- Confidence paired with humility
- Strategic thinking
- Ability to handle ambiguity
- Healthy time management

- Willingness to seek counsel and support
- Commitment to collaboration

Time Commitment

This role requires consistent weekly engagement and increased time during major events and election season. The President must be able to manage academic responsibilities alongside leadership commitments.

Accountability

The President reports to the GCSA Advisor and works in partnership with the Vice President to ensure the organization functions effectively and responsibly.

GCSA CABINET ROLE

Vice President

GORDON COLLEGE STUDENT ASSOCIATION

VICE PRESIDENT

Overview

The role of Vice President of GCSA serves as a strategic partner to the Student Body President and helps ensure that GCSA operates with clarity, momentum, and vision.

This position oversees the structure and flow of Cabinet and Senate meetings, supports effective communication within GCSA, and helps empower senators and student leaders to carry out initiatives.

The Vice President is organized, forward-thinking, collaborative, and attentive to detail, with a strong sense of leadership and follow-through.

Qualifications

- Strengths in organization, leadership, communication, and vision-setting
- Ability to delegate and maintain accountability
- Available for 5–10 hours per week
- 3.0 GPA required
- Hired by Student Body President

Specific Duties

Leadership & Representation

- Serve as a strategic partner to the Student Body President
- Represent GCSA in meetings with committees and administration
- Build and maintain relationships with campus partners
- Support and empower senators and class councils

Leadership & Vision

- Meet regularly with the President to plan and align on priorities
- Help set meeting agendas that reflect GCSA's strategic goals
- Ensure Cabinet and Senate meetings are organized, purposeful, and productive
- Help identify initiatives that align with GCSA's mission

Operational Responsibilities

- Create Cabinet and Senate agendas (with input from the President and Cabinet)
- Oversee the structure and flow of meetings
- Record Senate minutes or delegate minute-taking as appropriate
- Maintain organized documentation and shared drive records
- Ensure follow-through on action items

Elections Oversight

- Serve as Elections Commissioner
- Oversee fall and spring elections
- Communicate election information clearly and in a timely manner
- Ensure election materials are accurate and transparent
- If running for re-election, transition election oversight to a designated Cabinet member

Communication Coordination

- Collaborate with the Director of Communications to ensure emails and announcements are assigned and executed appropriately
- Co-sign official GCSA-wide communications with the President when appropriate
- Ensure major communications are clear, timely, and aligned with GCSA priorities

Delegation & Empowerment

- Delegate initiatives (such as ticket distribution, office hour coordination, or special projects) to appropriate senators or class representatives
- Ensure responsibilities are shared rather than concentrated in one role
- Encourage GCSA to empower clubs and student leaders to lead events rather than centralizing event planning within Cabinet

Transition & Sustainability

- Maintain organized records for future leaders
- Participate in transition meetings
- Orient and mentor the incoming Vice President

Role Timeline & Rhythm

1. Key Summer Responsibilities (May–August)

- Participate in GCSA Leadership Retreat (vision setting, goal alignment, planning)
- Meet with President and advisor to establish annual priorities
- Review previous year's documents and transition notes
- Begin drafting meeting structure for fall

2. Key Beginning-of-Year Responsibilities (August–September)

- Finalize meeting structure and agenda process
- Oversee early-year elections (if applicable)
- Establish clear communication systems with Cabinet
- Ensure senator office hours and expectations are communicated

3. Important Dates to Remember

- Chartering Night – October
- Chartering Night – April
- GCSA Elections – March & August
- Annual Leadership Conference – April

4. Monthly Responsibilities

- Meet with President
- Meet with Director of Student Activities weekly/biweekly
- Communicate updates to Senate
- Review delegation of initiatives
- Maintain documentation

5. Weekly Responsibilities

- Attend Cabinet meeting
- Attend GCSA General Senate meeting
- Draft Cabinet agenda
- Draft Senate agenda
- Record or oversee minutes
- Track action items and follow-up

GCSA CABINET ROLE

Director of Finance

GORDON COLLEGE STUDENT ASSOCIATION

DIRECTOR OF FINANCE

Overview

The Director of Finance supports the financial health and operational success of GCSA by managing budgets, guiding student leaders through spending processes, and ensuring that clubs and senators have clear support for funding events and initiatives.

This role requires strong organization, attention to detail, and the ability to explain financial systems in a clear and supportive way. The Director of Finance works closely with the GCSA Cabinet, campus finance partners, and student leaders to monitor spending, maintain accurate projections, and support smooth financial processes throughout the year.

Qualifications

- Strong organizational skills and attention to detail
- Ability to communicate clearly and patiently with student leaders
- Comfortable learning and navigating financial systems and payment workflows
- Professionalism and discretion when handling budgets
- Reliable follow-through and consistency

Specific Duties

Budgeting & Financial Planning

- Work with the existing finance team during late spring/summer to learn budgeting processes
- Assist in creating the next academic year's budget
- Maintain updated spending models and projections to monitor overall spending

Club & Student Leader Support

- Meet with club leaders to answer questions about spending and funding processes
- Provide walk-throughs for students completing payment forms and requests
- Support senators and class councils with event funding processes and payments
- Monitor and maintain club support resources (guides, links, forms, shared documents)

Campus Partner Collaboration

- Build working relationships with the Finance Office, Purchasing, and Student Life
- Learn systems, request necessary access, and understand workflows that affect student spending
- Ensure financial processes are followed accurately and consistently

Cabinet Team Collaboration

- Meet with the Cabinet regularly to plan events and monitor finances processes
- Support financial planning for GCSA-led initiatives throughout the year

Club Support Programming & Communication

- Plan club support events and communication to help leaders understand funding processes
- Coordinate and support October Chartering Night
- Coordinate and support April Chartering Night

Role Timeline & Rhythm

Over the Summer / End of Spring Semester

- Work with the existing team to learn processes and assist in creating the following year's budget
- Learn the systems and gain appropriate access
- Connect with Finance Office, Purchasing, and Student Life partners

- Meet with the Cabinet to plan for the upcoming year and build team culture
- Monitor and update club support resources

Fall Semester

- Plan club support events and ongoing communication
- Coordinate and support October Chartering Night

Spring Semester

- Coordinate and support April Chartering Night

Weekly / Day-to-Day Responsibilities

- Meet with club leaders and answer questions about spending
- Provide walk-throughs for payment forms and funding requests
- Update spending models and projections to monitor overall spending
- Meet with the Cabinet to plan events and monitor processes
- Meet with senators to assist with paying for events and navigating funding steps

Desired Qualities

- Strong attention to detail and organizational skills
- Clear, patient communicator
- Professional and trustworthy with financial information
- Calm, steady, and solution-oriented
- Committed to stewardship and accountability

GCSA CABINET ROLE

Director of Clubs

GORDON COLLEGE STUDENT ASSOCIATION

DIRECTOR OF CLUBS

Overview

The Director of Clubs serves as the primary advocate, organizer, and support for all chartered clubs and student organizations at Gordon College.

This role exists to cultivate belonging on campus by helping clubs thrive with clarity, creativity, and accountability. The Director of Clubs works closely with club leaders, advisors, the Director of Finance, the Communications Director, and the GCSA Cabinet to ensure that clubs are organized, compliant, and equipped to lead well.

The Director of Clubs helps create a campus culture where students can explore interests, develop leadership skills, and build meaningful community.

Over the Summer / End of Spring Semester

- Meet with outgoing Director of Clubs (if applicable) to transition systems and responsibilities.
- Review the full roster of chartered clubs and their leadership contacts.
- Learn the chartering process, constitution requirements, and advisor expectations.
- Review and update club documentation (constitution template, chartering materials, advisor confirmations).
- Meet with the Advisor to GCSA and Cabinet to set vision and goals for the upcoming year.
- Begin early planning for the Fall Club Fair (First Blast / Scottie Fair – name TBD).
- Draft fall communication outlining expectations and deadlines for club leaders.

Fall Semester

1. First Blast / Scottie Fair (Name TBD)

The Director of Clubs serves as the primary organizer of this signature campus event, held the first weekend students return.

All chartered clubs are required to host a booth featuring a creative, interactive element that engages students.

Responsibilities include:

- Coordinating event logistics in collaboration with the Advisor and Cabinet
- Securing space reservations and confirming event setup needs
- Communicating expectations, deadlines, and creative requirements to club leaders
- Providing brainstorming support to clubs developing booth concepts
- Creating and managing registration forms
- Assigning booth spaces and distributing event details
- Overseeing event setup, flow, troubleshooting, and cleanup
- Following up with clubs after the event

This event sets the tone for campus involvement and should reflect energy, creativity, and strong student leadership.

2. Club Leader Development

- Host or co-lead the Fall Club Leaders Meeting.
- Ensure all club leaders complete required trainings and documentation.
- Communicate clearly about expectations, policies, and campus systems.
- Serve as a resource and guide for new leaders navigating their roles.

3. Ongoing Club Support

- Meet regularly with club leaders for encouragement and problem-solving.
- Respond to emails and questions in a timely, professional manner.
- Monitor club compliance (advisor confirmation, constitutions, rosters, required trainings).
- Partner with the Director of Finance to assist with budget and spending questions.
- Help clubs navigate event planning processes and campus partner systems.
- Maintain an updated master list of all chartered clubs and leadership contacts.

Spring Semester

- Host or co-lead the Spring Club Leaders Meeting.
- Plan and execute April Chartering Night for new and renewing clubs.
- Review constitutions and charter applications for accuracy and completion.
- Support clubs in leadership transitions and encourage early identification of next year's leaders.
- Collect required end-of-year documentation or reflections.
- Conduct a year-end review of club engagement and participation trends.

Every Week / Day-to-Day Responsibilities

- Attend and actively participate in GCSA Cabinet and Senate meetings.
- Advocate for the needs and concerns of clubs within GCSA leadership.
- Communicate reminders, deadlines, and important updates clearly and consistently.
- Track documentation and maintain organized records.
- Serve as a relational and approachable point of contact for student leaders.

Collaboration

The Director of Clubs works closely with:

- Director of Finance (budgets and spending)
- Director of Communications (promotion and event visibility)
- Vice President (meeting structure and accountability)
- Advisor to GCSA (policy guidance and leadership development)
- Campus Partners (as needed for club events and training)

Desired Qualities

- Organized and detail-oriented
- Approachable and relational
- Proactive communicator
- Creative and solution-oriented
- Able to hold both accountability and encouragement
- Passionate about student belonging and leadership development

GCSA CABINET ROLE

Director of Communications

GORDON COLLEGE STUDENT ASSOCIATION

DIRECTOR OF COMMUNICATIONS

Overview

The Director of Communications serves as the primary storyteller, designer, and voice of GCSA. This role shapes how student government is seen, heard, and experienced across campus.

The Director of Communications ensures that GCSA events, initiatives, and decisions are clearly and creatively communicated to the student body. This role requires strong design instincts, attention to detail, consistency, and a proactive mindset.

The Director of Communications serves on Cabinet and participates in Senate meetings, translating ideas into engaging, clear, and timely communication.

Core Responsibilities

Weekly / Ongoing Responsibilities

- Attend and actively participate in Cabinet and Senate meetings
- Design and post consistent content on the GCSA Instagram account
- Create posters for all GCSA events
- Distribute promotional materials digitally and physically as needed
- Draft and send emails to the student body on behalf of GCSA
- Answer or delegate incoming communication inquiries
- Update the GCSA website regularly
- Post announcements and updates on Gordon 360
- Capture photographs of Cabinet and Senators throughout the year
- Create and distribute:
 - Monthly GCSA Newsletter
 - Monthly Clubs Newsletter

Communication Expectations

The Director of Communications should ensure that:

- Every GCSA event has:
 - A poster
 - Instagram posts (feed + stories)
 - A reel when appropriate
 - Website update
 - Gordon 360 post
 - Email communication when needed
- Messaging is:
 - Clear
 - Accurate
 - Timely
 - On-brand with Gordon and GCSA standards
- Content reflects the energy, creativity, and leadership of GCSA.

Key Areas of Focus

1. Visual Identity

Maintain consistent branding, fonts, colors, and style across platforms. Ensure all designs reflect professionalism and creativity.

2. Digital Presence

- Instagram growth and engagement
- Strategic posting schedule
- Reels and interactive content
- Story highlights and event countdowns

3. Storytelling

Capture leadership in action:

- Photograph meetings, events, and behind-the-scenes moments
- Highlight Senators and Cabinet members
- Celebrate student impact

4. Information Flow

Ensure no major event or initiative goes uncommunicated.

Timeline of Responsibilities

Over the Summer

- Review previous year's communication materials
- Update branding templates if needed
- Create:
 - Instagram highlight covers
 - Newsletter template
 - Poster templates
- Coordinate with Advisor regarding communication expectations
- Schedule early fall promotional calendar

Beginning of the Academic Year

- Introduce GCSA Cabinet on Instagram
- Photograph and post Cabinet & Senate headshots
- Promote:
 - Info Sessions
 - Elections
 - Club Chartering
- Launch first monthly newsletter
- Confirm website is fully updated

Important Annual Communication Moments

- Fall Elections
- First Blast / Club Fair
- Major GCSA Events
- Elections
- Club Chartering

Monthly Tasks

- Send GCSA Newsletter
- Send Clubs Newsletter
- Update website
- Refresh Instagram highlights
- Review analytics (Instagram engagement + newsletter open rates)
- Meet monthly with Director of Communications to review communication strategy

Weekly Tasks

- Attend Cabinet & Senate

- Design event posters
- Schedule Instagram content
- Post on Gordon 360
- Respond to communication requests
- Capture at least one photo moment

Creative Leadership

The Director of Communications is encouraged to:

- Develop creative campaigns around major initiatives
- Introduce new content ideas (student spotlights, “Senator of the Week,” behind-the-scenes reels, etc.)
- Experiment thoughtfully with design and engagement strategies
- Think ahead — communication should always precede events, not follow them

Collaboration

The Director of Communications works closely with:

- President & Vice President
- Director of Finance (budget-related announcements)
- Director of Clubs
- Advisor
- Campus Marketing when appropriate

Desired Skills

- Graphic design experience (Canva or similar)
- Social media fluency
- Strong written communication
- Organization and deadline management
- Creativity with follow-through