

<b><u>Appointment Title</u></b>	<b>Cadet Correspondent Assistant (Cdt Corr A)</b>
Alternate Title	Nil.
Tier	PO2/Sgt
Number of Positions	As required.
General Description	The Cadet Correspondent Assistant is responsible for assisting with media relations and social media communications for the corps/squadron.
Reports to	Cadet Correspondent
Responsible for	Nil.

Rank requirements	<ul style="list-style-type: none"> <li>• Petty Officer Second Class</li> <li>• Sergeant</li> </ul>
Essential Knowledge, Experience and Qualifications	<input type="checkbox"/> Completed Year 3 training. <input type="checkbox"/> Knowledge of cadet corps/squadron training and routines.
Asset Knowledge and Experience	<input type="checkbox"/> Familiar with Cadet 365 and MS Office applications. <input type="checkbox"/> Knowledge of common social media platforms. <input type="checkbox"/> Strong verbal and written communication skills. <input type="checkbox"/> Basic knowledge of photography and videography. <input type="checkbox"/> Clear understanding of social media rules and expectations for cadets. <input type="checkbox"/> Completed the Cadet Correspondent Course.

Primary Duties	<input type="checkbox"/> Take photos and videos at events and activities.
	<input type="checkbox"/> Draft content for corps/squadron social media and websites and submit to Cadet Correspondent.
	<input type="checkbox"/> Recommend ways to use social media to keep cadets, staff and parents informed and engaged.
	<input type="checkbox"/> Recommend ways to use social and traditional media to spread the word about cadet activities to people outside the organization.
	<input type="checkbox"/> Assist with building imagery products like yearbooks, photo slideshows or training videos.
	<input type="checkbox"/> Assist with creating content for both social media and external traditional media (e.g., press releases about upcoming events, newspaper stories about past activities, photos or videos for the local news outlets).
	<input type="checkbox"/> Draft content for area, regional, and national public affairs initiatives.
	<input type="checkbox"/> Assist with creating internal communication products such as corps/squadron newsletters, blogs or podcasts.
	<input type="checkbox"/> Promote the responsible use of social media by all cadets and staff.
Secondary Duties	Nil.

Conditions of  
Appointment

- Conducts duties regularly without reminders or significant intervention.
- A cadet who is one rank lower or one level lower could be considered should no other members be available.