SEDS Canada Youth Council Roles & Responsibilities

This is the official document explaining what the SEDS-CANADA Youth Council Roles & Responsibilities are for both members supporting this council and individuals participating in this council.

- The Leadership Team (University Students): Own the portfolios, design the curriculum, manage the digital platforms, and act as direct mentors.
- The Target Audience (High School Students): Join as program participants, team members in space challenges, and attendees of workshops/webinars across Canada.

I. Executive Roles & Outlines (University Students)

Marketing Coordinator

- Role Overview: The growth and recruitment lead. This role is responsible for reaching out to Canadian high schools to get students to sign up for the programme.
- Core Responsibilities:
    - Designs all visual assets, promotional flyers, and social media campaigns.
    - Targets high school demographics on platforms like Instagram, TikTok, and YouTube to drive program registration.
    - Creates toolkits and digital graphics that high school participants can share within their own local science clubs.
- Digital Toolkit: Canva, Figma, Meta Business Suite.
- Expected Time Commitment: Medium to High *(Estimate: 6–9 hours per week) * Note: Hours will be higher during peak recruitment and registration months (September/January) and lower during quiet project blocks.*

Communications Coordinator

- Role Overview: The community voice and manager. This role handles all direct text interactions with the high school participants, keeping them informed and engaged.
- Core Responsibilities:
    - Structures, updates, and moderates the official online community platform (e.g., Discord or Slack) where the high school students collaborate.
    - Drafts and sends out weekly or monthly email newsletters detailing upcoming workshop dates and project deadlines.
    - Manages the central inbox to answer questions from high schoolers, parents, and teachers.
- Digital Toolkit: Discord/Slack, Mailchimp, Google Workspace.
- Expected Time Commitment: High *(Estimate: 8–10 hours per week) * Note: Requires steady, consistent daily check-ins to monitor the Discord server and reply to incoming inbox questions from students and teachers.*

Outreach and Partnerships Coordinator

- Role Overview: The network builder. This role secures the external "value" for the high schoolers, bringing in guest speakers, mentors, and industry connections.
- Core Responsibilities:
    - Coordinates cold-outreach to secure guest speakers (e.g., Canadian Space Agency engineers, space scientists, and university physics professors).
    - Contacts high school science teachers, STEM department heads, and school boards across Canada to pitch the programme as an extracurricular resource.
    - Matches industry mentors with high school project teams for specialized feedback sessions.
- Digital Toolkit: LinkedIn, Notion CRM, Hunter.io.
- Expected Time Commitment: Medium *(Estimate: 5–7 hours per week) * Note: Highly active during the early event planning phases to book speakers and lock down mentors before challenges begin.*

Logistics Coordinator

- Role Overview: The operational backbone. This role ensures that the digital space where the high school students learn runs smoothly and without technical issues.
- Core Responsibilities:
    - Sets up the backend infrastructure for all live online events (Zoom Webinars, Eventbrite registration, YouTube streaming).
    - Builds master schedules and minute-by-minute "run-of-show" documents for live panel discussions or space hackathons.
    - Coordinates technical dry-runs with speakers and manages live chat Q&A boxes during events.
- Digital Toolkit: Zoom, Eventbrite, Notion, StreamYard.
- Expected Time Commitment: Medium to High *(Estimate: 6–8 hours per week) * Note: Spikes heavily during live event weeks, hackathons, and webinars, requiring live technical support and weekend availability.*

II. For High School Participants:

- Interactive Space Workshops: Learn foundational skills like coding satellite trajectories, 3D-modeling rocket parts using cloud software, and understanding space data.
- Community Connection: Gain access to a safe, moderated online community (via Discord) where you can chat about space news, share resources, and collaborate on STEM projects with peers from coast to coast.