



University Students' Council of the University of Western Ontario
Communications
ASSOCIATE VICE-PRESIDENT COMMUNICATIONS

EFFECTIVE: 01/01/2015

SUPERSEDES: 02/01/2014

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: ASSOCIATE VICE-PRESIDENT COMMUNICATIONS

2.00 POSITION OVERVIEW:

- 1) Under the direction of the Vice-President Communications, the Associate Vice-President Communications will support the Vice-President Communications in their efforts to communicate with students and the community. In addition, the Associate Vice-President Communications will act as a steward of the USC's brand, and will strategically create and facilitate public relations efforts for the USC. Under the direction of the Vice-President Communications, the Associate Vice-President Communications will facilitate communication on behalf of the organization to further the USC's mandate.

3.00 PRIMARY RESPONSIBILITIES:

Work with, support, and manage the communications portfolio in the planning and execution of the day-to-day activities of USC communications.

Develop USC marketing and promotions campaigns, and implement and review USC branding strategies.

Identify, build and maintain strong reciprocal relationships with both campus and local media staffers for the purposes of disseminating relevant information about the USC. Write and broadcast press releases when necessary, using strategy and intent to plan an editorial calendar.

Plan, develop and execute public education campaigns and design media relations efforts to support advocacy and programming using a variety of mediums and communication channels.

Attends meetings and functions in the VP Communications' stead when needed, act as a relationship holder with key partners.

Acts as a key spokesperson for the USC when requested, answers general correspondence, relays messages to partners and participates in crisis communications as required.

Under the direction of the Vice President Communications, act as a gatekeeper to balance competing promotional needs within the USC,



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Collaborates where necessary with all USC departments.

Adhere to USC bylaws, policies and procedures.

Complete a Final Report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.

4.00 QUALIFICATIONS:

Qualified candidates for this position must be an undergraduate student of Western University and will have aptitudes in the following areas:

Project Management Skills: Identifies project needs, develops plans, mobilizes available resources, adapts to changing circumstances, sets priorities and manages time in order to effectively meet deadlines. Detail-oriented with a strong sense of follow-through. Approaches a complex task or problem by breaking it down into its component parts.

Communication Skills: Strong written and verbal communication. Actively listens to the issues of others in a manner that elicits cooperation and engagement.

Team Facilitation: provide consistent leadership and support to a project-based team. Motivates with purpose and leverages the diverse skills of a team to best complement their collective goals.

Evaluative and Analytical: Understands and appreciates the value of metrics and feels comfortable using metrics to inform future decisions. Takes learning from each experience and uses critical thought to make adjustments for future endeavors. Gives constructive feedback to team members.

Adaptable and Resilient: Integrates input and perspectives from multiple stakeholders. Flexible and able to accommodate or integrate last-minute adjustments. Maintains energy and commitment in the face of setbacks or change.

Proactivity: Anticipates future projects and seeks out information and resources needed to take initiative. Reconfigures processes and patterns in light of changing needs or circumstance. Anticipates, understands and strategizes around public relations needs instead of reacting to events and circumstance. Takes initiative to assist other areas in the USC with public education campaigns.

Exceptional Writing Skills: Can write persuasively and employ rhetoric. Can use simple and succinct language to communicate complex ideas. Able to edit and paraphrase others' writing for maximum impact. Utilizes proper grammar and syntax at all times.



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Systemic Thinking: Thinks tactically and with foresight, identifying trends and priorities. Comfortable working in politically charged bureaucratic environments. Confidently implements small-scale decision making to realize large-scale goals.

Research Skills: Able to provide issue analysis and additional information as required to ensure best practices and up-to-date context. Can identify relevant information and subsequent implications from high volumes of material.

Professionalism and Discretion: Uses diplomacy and respect engaging with inquiries and concerns. Can be trusted with sensitive or strategic information. Provides helpful feedback and information to internal and external stakeholders in a consistent and timely manner.

5.00 TIME COMMITMENT:

Start date of June 1st 2015. End date of May 31, 2016.

June to August

Hours of work will be 2-5 hours per week.

September to November

Hours of work will be 10 – 15 hours per week.

December

Hours of work will be 5 – 10 hours per week, with flexibility to accommodate the AVP's exam schedule

January to March

Hours of work will be 10 – 15 hours per week.

April

Hours of work will be 5 -1 0 hours per week, with flexibility to accommodate the AVP's exam schedule.

Attendance at regular meetings with the Communications portfolio and regular meetings with the VP Communications.

Shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.



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6.00 TRAINING/SUPPORT:

- (1) There will be a Health and Safety training seminar conducted at the beginning of the term of employment. This seminar is mandatory as all members of the USC must attend.
- (2) There will be an Orientation Day conducted in August to familiarize the AVP with the USC operations, fellow interns, AVPs and staff.
- (3) Throughout their term, the Associate Vice President Communications will have the opportunity to strengthen their leadership, critical thinking, project management, and communication skills through professional development workshops and experiential learning facilitating by the Human Resources Department.

7.00 LEARNING OUTCOMES:

Plan, implement, monitor and evaluate projects by applying principles of project management.

Learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.

Demonstrate an understanding of and act in the mediating role of the professional communicator within and between organizations, and between the organization and the general public.

8.00 COMMUNITY IMPACT:

The Associate Vice President Communications shall strive to enhance and grow the USC's brand clarity and presence by evolving creative initiatives with the organization to align with the broader mission and mandate.

USC communications strategies strive to provide clarity around what the USC does, support the work of volunteers, engage the broad community of students in public discourse, and influence student attitudes, interests, systems and policies.

USC communications strives to provide an education for students, keeping the Western community informed on relevant and important issues and events on campus. The incumbent shall strive to support and create experiential learning opportunities for students.



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9.00 EVALUATION:

Associate Vice Presidents will participate actively with their supervisors in conducting formative and summative performance assessments.

Formative Assessment: The VP Communications will maintain an ongoing and open dialogue of informal feedback with the AVP Communications. This informal process of feedback will be completed on-the-job and will aid in identifying learning needs for successful task completion. This will allow for instructional guidance in learning a new skill and being able to execute assigned tasks and projects successfully. This type of feedback goes both ways so as to allow the AVP Communications to obtain a meaningful experience while also informing the VP Communications about specific learning and development goals they hope to achieve.

Summative Assessment: There will be three formal feedback surveys conducted throughout the AVP Communications tenure with the USC. These surveys are to provide the Intern with the ability to articulate their experiences so far and to evaluate their program to identify any learning opportunities they would like to participate in. The second aspect of the summative assessment is formally conducted by the VP Communications to evaluate all strengths, any necessary improvements and communicate future projects with the AVP Communications. This collaborative assessment will allow for both to communicate how the experience has been so far and to evaluate the overall job performance.

Summative Assessment Part Two: The AVP Communications will be required to complete a Performance Feedback with their respective Coordinators three times during their term. This will be a one-on-one meeting to discuss Coordinator performance and progression in their roles.

10.00 SUPERVISION:

- (1) The Associate Vice-President Communications reports directly to the Vice-President Communication.
- (2) Secondary support for the Associate Vice-President Communications will be provided by the Volunteer Resources and Human Resources Departments.