



University Students' Council – Position Description

Position Title:	Associate, Communications
Supervisor:	Communications Officer
Remuneration:	\$16/hour (maximum 439 hours /per entire term)
Hours of Work:	vary throughout the year
Term:	June 1 st – April 30 th

OVERVIEW:

Under the direction of the Communications Officer, the Associate, Communications will support the Communications Officer in their efforts to engage and connect with students and the community. In addition, the Associate, 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 Communications Officer, the Associate, Communications will facilitate communication on behalf of the organization to further the USC's mandate.

DUTIES AND RESPONSIBILITIES:

- Work with, support and manage the communications portfolio in the planning and execution of the day-to-day activities in USC communications.
- 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.
- Attend meetings and functions in the Communications Officer's 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 Communications Officer, act as a gatekeeper to balance competing promotional needs within the USC.
- Collaborates where necessary with all USC departments.
- Adhere to USC bylaws, policies and procedures. Completing a Final Report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.

QUALIFICATIONS:

- All Associates must be an undergraduate student as defined by Western University during the school year they are in the Associate role.
- An Associate cannot be a USC Councillor during their term as an Associate.

KNOWLEDGE, SKILLS and ABILITIES:

- *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.

- *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.

TRAINING:

- The Associate, Communications will be required to attend all USC-mandated training sessions for Associates, as determined by the Communications Officer and the USC Volunteer Services Department.

The Associate, Communications will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.