



University Students' Council – Position Description

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| Position Title: | Campaigns Coordinator |
| Supervisor: | Communications Officer |
| Remuneration: | Honoraria \$1000 (\$500 per semester) |
| Hours of Work: | 5 - 8 hours per week during the academic year |
| Term: | June 1 – April 30 th |

OVERVIEW:

The Campaigns Coordinator will assist the Communications Officer, the Executive and their portfolios with the planning and implementation of public campaigns. This includes scheduling/organizing on-campus presence and ensuring consistency in USC branding.

DUTIES AND RESPONSIBILITIES:

- Work with the Communications portfolio to develop strategies for branding the USC's political initiatives.
- Ensure the USC is up-to-date with the latest social media practices, expanding into new platforms where necessary.
- Work with the Communications Officer, Student Programs Officer and other Executive Council members to maintain a calendar of on-campus campaigns – specifically ones that require booked spaces (UCC booths, displays, rooms). Assist with the reservation of these spaces.
- Act as a resource to all USC coordinators and associate vice-presidents interested launching an awareness or political campaign.
- Ensure consistency in messaging and demonstration of values across all USC campaigns.
- Complete an interim report at the end of the fall academic term (December) and a final report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure;

QUALIFICATIONS:

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

KNOWLEDGE, SKILLS and ABILITIES:

- **Interpersonal Communication:** The Campaigns Coordinator position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums. The Campaigns Coordinator should have effective public relations skills.
- **Problem Solving:** The Campaigns Coordinator should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role. Strong organizational and time management skills are paramount.
- **Strategic Thinking:** Skilled and tactical in using existing resources and capacities to maximize impact and scope of marketing goals.

TRAINING:

- The Campaigns Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Communications Officer and the USC Volunteer Services Department.
- The Campaigns Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.