University Students' Council – Position Description

Position Title: **Public Affairs Coordinator**
Supervisor: Communications Officer
Remuneration: Honoraria $1000 ($500 per semester)
Hours of Work: 3 - 5 hours per week during the academic year
Term: June 1 – April 30th

OVERVIEW:

Put on your PR hat and work alongside the USC's executive staff and administration to create great public relations campaigns. In this role, you will have the opportunity to learn what it's like to work in the ever-growing public relations field by building relationships with campus and local media outlets. You will create media campaigns to support USC programming and may act as a spokesperson to USC partners when requested.

DUTIES AND RESPONSIBILITIES:

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

- Compile, edit and disseminate any USC publications or newsletters by working with USC Executive, staff and Western's administration.

- Design media relations efforts to support advocacy and programming using a variety of mediums and communication channels.

- Participate in media scanning – consistently reading or listening to campus and off campus media and recording positive, negative or neutral portrayals of the USC. Look for opportunities to engage with these media stories.

- Review, edit and assist with public communication documents across the USC including presentations, blog posts, meeting briefs and speeches.

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

- Adhere to USC bylaws, policies and procedures.

- 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.

- Other duties as set out by the Communications Officer.

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:

- Exceptional Writing and Editing 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 with 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.

- Proactive: 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.

TRAINING:

- The Public Affairs 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 Public Affairs Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.