University Students' Council – Position Description

Position Title: **Associate, Public Relations**
Supervisor: Communications Officer
Remuneration: $16/hour (5-10 hours per week)
Hours of Work: vary throughout the 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 developing communications materials, assisting 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, and 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:

- Work with the Communications portfolio to develop strategies for branding the USC's political initiatives.
- Compile, edit and disseminate any USC publications or newsletters by working with USC Executive, staff and Western's administration.
- Review, edit and assist with public communication documents across the USC including presentations, press releases, media advisories, brand journalism/blog posts, meeting briefs and speeches.
- 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.
- 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.
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- Other duties as set out by the Communications Officer.

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:

- 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.

- 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.

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