



## ***University Students' Council – Position Description***

<b>Position Title:</b>	<b>Associate Vice President, Communications</b>
<b>Supervisor:</b>	Vice President Communications & Public Affairs
<b>Remuneration:</b>	\$16/hour (5-10 hours per week)
<b>Hours of Work:</b>	vary throughout the year
<b>Term:</b>	June 1 <sup>st</sup> – April 30 <sup>th</sup>

### **OVERVIEW:**

The USC Communications portfolio exists to manage the organization's communications, issues management, media relations, marketing, and branding initiatives, ensuring alignment with the USC's strategic plan and the political priorities of the Executive Body. The primary role of all student leaders in the portfolio is to promote, protect, and enhance the reputation of the USC and its people. The portfolio is responsible for ensuring that students know who we are and what we do.

The USC's communications portfolio completes two principle activities related to communications: the proactive practice of intentionally promoting our brand to build awareness, recognition, and trust with our students; and the reactive practice of responding to issues as they arise to minimize potential harm to the organization. It is our goal to spend the majority of our time communicating proactively through branding and marketing strategies that help students feel connected to the USC and understand the value we bring to Western's campus. Our most successful communications are planned, flexible, and deliver on intentional objectives.

The communications team employs a number of strategies to achieve our communications goals, including: regular email newsletters, sponsorships and influencers, testimonials, paid digital and print advertising, digital and physical campaigns, contesting and engagement, earned media, social media, brand journalism, and others. With the narrowing in scope of the communications portfolio, and the realignment of the corporate communications department including the addition of a full-time Communications Manager, this is an excellent time to join the USC's communications team.

Under the direction of the Vice-President Communications & Public Affairs (VP-CPA), the **AVP Communications** will support proactive marketing and branding initiatives of the University Students' Council. The AVP Communications will be primarily responsible for planning, coordinating, and executing communications campaigns and initiatives, coordinating communication across the organization and associated student councils, and supporting the execution of the USC's digital media strategy.

## **DUTIES AND RESPONSIBILITIES:**

- Attend regular communications portfolio meetings as requested, on average once per week, to discuss portfolio projects and workflow.
- Attend meetings and events on behalf of the VP-CPA upon request.
- Attend weekly Advocacy Steering Committee meetings between the President, VP-University Affairs, VP-External Affairs, and Communications portfolios.
- Plan, coordinate, and execute large-scale digital and physical communications campaigns that support all areas of the USC, including advocacy, programming, services, operations, peer programs, and others:
  - Identify and ideate large-scale campaigns that enhance the USC's reputation, advance the USC's political priorities, and increase awareness of the USC's programs, services, and operations (e.g., HereToLead, Advocacy Atrium Day, #AdvocacyWorks, #MyUSC, etc.).
  - Plan large-scale campaigns in collaboration with relevant USC stakeholders (e.g., VP-UA or VP-EA portfolio, Promotions, Communications, Productions, Building Services, etc.).
  - Execute large-scale campaigns by managing all logistics related to the campaign (e.g., booking space and tables, scheduling volunteers, set-up and takedown, etc.).
- Lead the development and publication of a regular communication to students, such as a weekly email newsletter.
- Attend and lead monthly VP Communications Roundtable meetings.
- Coordinate campus-wide student council communications in collaboration with the VP Communications (or equivalent) from each faculty or affiliate council.
- Plan and coordinate the USC's social media schedule in collaboration with the VP-CPA, Communications Manager, and Digital Media Specialist.
- Plan and coordinate communications related to days or events of significance (e.g., Homecoming, International Women's Day, Black History Month, Bell Let's Talk Day, Lunar New Year, etc.) by working with relevant USC and campus stakeholders.
- Support the VP-CPA with the planning and execution of Open Executive Office Hours, or a similar program.
- Support the VP-CPA with planning and execution of major events and initiatives (e.g., Summer Academic Orientation, Orientation Week Kits, State of the USC, Fall Preview Day, March Break Open House, USC Elections, USC Hiring Fair, etc.)
- Review and update regular publications that impact the USC (e.g., Campus Tour Guide manual, Summer Academic Orientation Handbook, Western Viewbook, Westernizer, etc.)
- Attend all USC Council meetings to answer any questions from Council regarding campaigns led

by the AVP Communications and to support the production of a Council recap video.

- 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 Procedures.
- Complete other duties as set out by the Vice President Communications & Public Affairs.

## **QUALIFICATIONS:**

- Previous experience planning and executing large-scale campaigns in any communication channel would be considered an asset.
- Previous experience in marketing or branding for political or corporate organizations would be considered an asset.
- All AVPs must be an undergraduate student as defined by Western University during the school year they are in the AVP role.
- An AVP cannot be a USC Councillor or Director during their term as an AVP.

## **KNOWLEDGE, SKILLS and ABILITIES:**

- Project Management Skills: ability to identify project needs, develop plans, mobilize available resources, adapt to changing circumstances, set priorities, and manage time in order to effectively meet deadlines; detail-oriented with a strong sense of follow-through.
- Communication Skills: ability to employ strong written and verbal communication skills; actively listens to the issues of others in a manner that elicits cooperation and engagement.
- Team Facilitation: ability to 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: ability to understand and appreciate the value of metrics and data, using this information to inform future strategic decisions; learns from each experience and uses critical thought to make adjustments for future endeavors.
- Adaptable and Resilient: ability to integrate input and perspectives from multiple stakeholders; flexible and able to accommodate or integrate last-minute adjustments while maintaining energy and commitment in the face of setbacks or change.
- Proactivity: ability to anticipate future projects and seek out information and resources needed to take initiative; reconfigures processes and patterns in light of changing needs or circumstance and anticipates needs in advance of adverse circumstances or criticism.
- Exceptional Writing Skills: ability to write persuasively and employ rhetoric, edit and paraphrase others' writing for maximum impact, and use simple and succinct language to communicate

complex ideas; utilizes proper grammar and syntax at all times.

- Systemic Thinking: Ability to think systematically and with foresight, identifying trends and priorities with a high level of comfort working in politically charged bureaucratic environments; confidently implements small-scale decision making to realize large-scale goals.
- Research Skills: Ability to provide issue analysis and additional information as required to ensure communications strategy is relevant and sensible; identifies relevant information and subsequent implications from high volumes of information.
- Professionalism and Discretion: ability to act professionally at all times including while working with peers, supervisors, and external stakeholders; exercises appropriate discretion when privy to information that is not available in the public domain.

## **TRAINING:**

- The AVP Public Affairs will be required to attend all USC-mandated training sessions, as determined by the Vice President Communications & Public Affairs and the USC Human Resources Department.
- The AVP Public Affairs will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.