



University Students' Council – Position Description

Position Title:	Brand Journalism Coordinator
Supervisor:	Vice President Communications & Public Affairs
Remuneration:	Honoraria \$1000 (\$500 per semester)
Hours of Work:	5 - 7 hours per week during the academic year
Term:	June 1 – April 30 th

OVERVIEW:

The USC is excited to be developing our brand journalism function, *USC News*. Brand journalism is a tool used by many organizations to communicate directly with their audiences and share stories that would otherwise not likely be covered by media outlets. *USC News* exists to highlight USC programs, services, and operations, and help our students learn more about who we are, what we do, and why we exist. We aim to situate stories on student leaders in the USC and promote opportunities for students-at-large to get involved and derive more value from our organization. We are committed to telling authentic stories and to supplement, not replace, campus and community media outlets, who we know play an important role in holding the USC accountable for our actions and decisions.

The Brand Journalism Coordinator's primary responsibility is to author stories for *USC News* in an effort to increase our story output and provide more opportunities for student authors. The position will report to the Vice President Communications & Public Affairs and receive assignments, deadlines, and support from the AVP Public Affairs.

We are looking for hardworking students who want to help us tell positive stories about the USC while building their personal portfolio. Previous experience with the USC is not required. Academic or professional experience in journalism, English, creative writing, and other writing-focused programs/roles is preferred.

DUTIES AND RESPONSIBILITIES:

- Complete three USC brand journalism stories every two weeks, on average.
- Attend assignment meetings with the AVP Public Affairs as requested (on average once per week) to discuss upcoming stories and review progress on open stories.
- On occasion and when requested, pitch new brand journalism story ideas.
- Conduct required research and interviews to gain the necessary background information on assigned stories.
- Write and edit assigned stories, which are, on average, 500 to 800 words each.

- Provide relevant media (photo or video) to accompany each assigned story (note: a professional camera can be provided by the USC and support from the USC Promotions Department is available with sufficient notice).
- Submit edited stories to the AVP Public Affairs for review and publication by the assigned deadline.
- Adhere to USC bylaws, policies and procedures.
- Complete a final report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.
- Other duties as assigned by the Vice President Communications & Public Affairs.

QUALIFICATIONS:

- Previous experience with the USC is not required.
- Academic or professional experience in journalism, English, creative storytelling, and other writing-focused programs/roles is preferred.
- 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 or Director during their term as a Coordinator.

KNOWLEDGE, SKILLS and ABILITIES:

- **Exceptional Writing and Editing Skills:** ability to independently write clearly, succinctly, and in a manner that appeals to the intended audience with the intended tone; utilize proper grammar and syntax at all times, consistent with journalistic standards and style guides; submitted stories should be completed at a level where minimal additional editing is required prior to publication.
- **Project Management Skills:** ability to identify project needs, develop plans, mobilize available resources, adapt to changing circumstances, and set priorities and manage time in order to effectively meet deadlines; detail-orientated with a strong sense of follow-through.
- **Research Skills:** ability to search for, locate, organize, and understand information relevant to completing the assigned brand journalism story, usually in the form of web research and interview.

- Professionalism and Discretion: ability to act professionally at all times, including while conducting research and interviews, working with peers and supervisors, and representing the USC; exercising appropriate discretion when privy to information that is not available in the public domain.
- Adaptable and Resilient: Ability to work under pressure and respond to changing demands and deadlines of the role where required.
- Proactivity: ability to recognize opportunities to proactively contribute to the USC's brand journalism function by pitching relevant story ideas, completing assigned stories in advance of deadlines, and thinking innovatively about other means to promote, protect, and enhance the reputation of the USC and its people.

TRAINING:

- The Brand Journalism Coordinator will receive training by the AVP, Public Affairs and the Vice President Communications & Public Affairs prior to, or at the beginning of their term, and will rely on their academic and professional experience in journalism to guide their work.
- The Brand Journalism Coordinator will be required to complete all USC-mandate training sessions/modules for Coordinators, as determined by the Vice President Communications & Public Affairs and the USC Human Resources Department.
- The Brand Journalism Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.