



EXTERNAL JOB POSTING  
February 20<sup>th</sup>, 2020

Manager, Communications  
Full-time Contract Position

The University Students' Council at Western University (USC) is excited to be seeking a Communications Manager in the Promotions and Commercial Partnerships Department to join our dynamic communications team on a full-time basis for a 2-year contract. The contract has the potential to be extended to a permanent role.

Reporting to the Senior Manager Promotions & Commercial Partnerships, the Manager, Communications, will work closely with the Vice-President Communications and Public Affairs (VP-CPA) to align the executive and corporate communications of the USC. The Communications Manager will collaborate with the VP-CPA and the student executive to develop and execute an organization-wide communications strategy that advances the USC's reputation and strategic goals. This position will provide advice and support to the VP-CPA on the USC's communications, issues management, media relations, marketing, and branding initiatives, to ensure alignment with the USC's long-term strategic plan and to provide continuity on multi-year initiatives that exceed the duration of the student executives' term.

The USC has identified improving our communications as an organizational priority and we are thrilled to begin a search for our first full-time Communications Manager. Effectively communicating with a highly diverse audience is a significant challenge for an organization of our size and complexity, and we currently struggle to successfully share our story with our students. It is crucial that our students know who we are, what we do, and understand the value that we provide to Western's campus and the undergraduate student community. Finally, we believe that the function of communications plays a critical role in demonstrating our commitment to our core values, making the department and new manager core to the success and operation of our organization.

The ideal candidate will have at least 4 years' experience in a communications or marketing position, preferably with management experience and in a post-secondary or political setting. The successful candidate will have experience in all aspects of strategic communications and marketing, including key message development, campaign execution, social media, and other communications tactics. Exceptional writing, editing, and presentation skills are essential and candidates should be highly motivated to work in a fast-paced and complex political environment. Most importantly, candidates must be keen to work in close collaboration with the USC's student leaders.

This role provides an exciting challenge for an emerging professional to lead organization-wide communications at a dynamic and complex \$30 million dollar not-for-profit. The successful candidate will have a unique opportunity to set up a new, coordinated communications department and address a wide-range of communications initiatives and issues. In all of their activities, the Manager, Communications will act on direction from the USC's student executive team while bringing their experience and creativity to support executive priorities.

Normal hours of work are 8:30 am – 4:30 pm from Monday to Friday, however hours are subject to change due to fluctuating operating hours. Some work outside of regular operating hours will be required. During peak periods, hours of work may be adjusted to accommodate increased workload. The USC is proud to offer extremely competitive benefits, extensive professional development opportunities, and a dynamic, engaging, and inclusive work environment for all staff.

Please forward resume and cover letter for review by March 3<sup>rd</sup> at 4:30 p.m. to:

**USC People and Development  
University Students' Council of The University of Western Ontario  
Room 340, UCC Bldg.  
London, ON N6A 3K7  
FAX: (519) 661-2094  
applications@westernusc.ca**

*Please note: The Corporation is currently accepting resumes from USC Bargaining Unit Employees and other internal applicants as per the Collective Bargaining Agreement. Only those deemed qualified will receive notification of an interview.*

*The University Students' Council of the University of Western Ontario is an equal opportunity employer.*

*The University Students' Council of the University of Western Ontario is an equal opportunity employer. The USC is committed to providing accommodations to those with disabilities. If you require an accommodation, we will work with you to meet your needs.*



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

**Position Title:** Manager, Communications

**Supervisor:** Senior Manager, Promotions & Commercial Partnerships

### **OVERVIEW**

#### **About the Organization**

The University Students' Council (USC) is the official student association for more than 30,000 undergraduate students at Western University. Incorporated in 1965, we are widely viewed as one of the most reputable and effective student associations in North America. With a \$30 million dollar operating budget, 40 full-time staff, and hundreds of part-time student staff and volunteers, the USC provides a robust offering of programs, services, and operations that significantly contributes to Western's best student experience.

We own and operate two restaurants, a clothing retail store, and a movie theatre; we facilitate the undergraduate health and dental plan, the student transit pass, and late night shuttle busses; we run major events including Western's Orientation Program, the Purple Concert Series, and Beer Fest; we provide peer support through a comprehensive peer network, the Peer Support Centre, and our on-campus Food Bank; and at our core, we are an advocacy organization, representing the voices of Western undergraduates to the university and all levels of government.

Our organization is led by a team of six student executives who work full-time on one-year terms. With the endorsement of the USC's 46 student councilors and support of the USC's 8 student directors, the student executive directs all activities of the USC.

The USC offers a dynamic and exciting work environment, and an unparalleled place to grow as a professional and a person. With generous benefits, extensive professional development opportunities, and a highly supportive work culture, we pride ourselves on being a great place to develop and contribute to a meaningful cause. Our full-time staff are inspired by our ambitious and energetic student leaders every day to work passionately and collaboratively to achieve our mission and vision: to enhance the educational experience and quality of life for all undergraduates at Western and that students have the power to change the world. Our core values dictate that we are democratic, inclusive, student led, accountable to our students, and operate with integrity.

## **About the Department**

The USC's communications portfolio exists to lead 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 student executives. The primary role of staff and student leaders in the portfolio is to promote, protect, and enhance the reputation of the USC and its people. Our goal is to ensure that students know who we are, understand what we do, and appreciate the value that we bring to Western's campus.

The USC's communications portfolio is responsible for proactively and intentionally promoting our brand to build awareness, recognition, and trust with our students while simultaneously protecting our reputation by identifying potential issues and developing an appropriate response. 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 and undergraduate students. Our most successful communications are planned, flexible, and deliver on intentional objectives.

The communications team currently utilizes a number of strategies to achieve our communications goals, including: regular email newsletters, collaborations with sponsors and influencers, testimonials, paid digital and print advertising, digital and physical campaigns, contesting and engagement, earned media, social media, brand journalism, and others.

We currently struggle to coordinate our communications across the organization and effectively tell our story to undergraduate students. Recognizing the need to do better, our team has made a strategic decision to invest in growing the portfolio and creating a new Communications Department dedicated to achieving our communications goals. We are all excited to welcome a new Manager, Communications who will provide much-needed strategy and long-term consistency to our organization-wide communications.

Most importantly, our team values authenticity in all of our communications; we believe that how we communicate plays an integral role in demonstrating our commitment to our core values, making the function of communications a key priority in our organization.

## **About the Role**

Reporting to the Senior Manager Promotions & Commercial Partnerships, the Manager, Communications, will work closely with the Vice-President Communications and Public Affairs (VP-CPA) to align the executive and corporate communications of the USC. The Communications Manager will collaborate with the VP-CPA and the student executive to develop and execute an organization-wide communications strategy that advances the USC's reputation and strategic goals. This position will provide advice and support to the VP-CPA on the USC's communications, issues management, media relations, marketing, and branding initiatives, to ensure alignment with the USC's long-term strategic plan and to provide continuity on multi-year initiatives that exceed the duration of the student executives' term.

This role provides an exciting challenge for an emerging professional to lead organization-wide communications at a dynamic and complex \$30 million dollar not-for-profit. The successful candidate will have a unique opportunity to set up a new, coordinated communications department and address a wide-range of communications initiatives and issues. In all of their activities, the Manager, Communications will act on direction from the USC's student executive team and work closely with student leaders across the organization, while bringing their experience and creativity to support executive priorities.

## **DUTIES AND RESPONSIBILITIES**

### **1. Executive Support**

- Work in close collaboration with the student executives on a daily basis to support the planning and execution of executive projects and political priorities.
- Support the student-led development and publication of media releases, media kits, newsletters, brand journalism stories, and other communications material.
- Support the student-led development and execution of physical and digital communications campaigns.
- Provide strategic advice and support to student executives on issues management and crisis communication.
- Provide strategic advice and support to the student executive on media relations, including key message development, media pitching, and preparation of spokespeople.

### **2. Strategic Planning and Project Management**

- Support the development and management of the USC's overarching communications and marketing strategies including publications, websites, social media execution, media relations, advertising, and brand building.
- Conduct a comprehensive review of the USC's existing brand and work with the student executive to develop a refreshed brand for the organization.
- Act as the primary long-term steward of the USC's brand in all areas of the organization.
- Provide strategic management of the USC's brand by working collaboratively across all programs, services, and operations to ensure consistent brand execution across all publications, websites, social media platforms, promotional materials and events.
- Conduct regular, comprehensive market research in an effort to measure and evaluate the USC's brand recognition and approval rating among students using both primary and secondary methods such as focus groups, surveys, and environmental scans, in collaboration with the USC's Information Services Department; analyze results and implement changes in strategy as required.
- Lead the development of a long-term digital media strategy, informed by a comprehensive review of the USC's existing social media platforms, metrics, and engagement.
- Supervise the execution of the USC's main digital media communications across all social media platforms.

- Steward the USC's public relations and community outreach initiatives by offering advice on strategy related to building relationships with community and external stakeholders.
- Ensure that the USC stays abreast of new and emerging communications and marketing practices, as well as marketing trends in both traditional and non-traditional platforms.

### **3. Relationship Management**

- Cultivate and maintain strong working relationships with communications stakeholders from Western's administration, particularly central Communications and Public Affairs, and partner organizations (e.g., City of London, London Police Service, etc.).
- Cultivate and maintain strong working relationships with local, provincial, and national media outlets.
- Work collaboratively with the USC's Promotions Department, including the Manager, Promotions, and creative team (including graphics, videography, and photography).

### **4. Administration**

- Lead the USC's Communications Department, including the full-time Digital Media Coordinator and any student interns who are assigned to the department.
- Participate in the annual transition, onboarding, and training of the Vice-President Communications and Public Affairs.
- Oversee, plan, and allocate assigned resources from the USC Communications Department budget.

## **SUPERVISION**

- Digital Media Coordinator
- Student interns assigned to the Communications Department

## **EDUCATION**

- Undergraduate degree or higher in marketing, communications, journalism, or related area of study - or equivalent experience.

## **EXPERIENCE**

- At least 4 years in a communications or marketing position, ideally in a higher education or political setting.
- Organizational leadership skills, with 2-3 years management experience preferred.
- Experience in guiding and counselling organizational leaders on communications issues.
- Experience in all aspects of strategic communications and marketing, including key message development, campaign execution, social media platforms, and other communications tactics.
- Experience with data analytics tools to measure results and report back on key performance indicators related to communications.
- Experience with government relations or media relations would be considered an asset.
- Experience working with post-secondary students and student leaders would be considered an asset.

## **SKILLS**

- Exceptional writing, editing, and presentation skills.
- Strategic and creative thinker, detail-oriented, highly motivated, diplomatic and tactful.
- Basic level technical skills, including digital literacy, content management systems, basic web design, customer relationship management systems, databases, and publishing software.
- Basic graphic design skills, including the ability to create simple digital graphics as required in time-sensitive circumstances.
- Digital media competency, including knowledge and experience with major social media platforms.
- Analytical, problem-solving and decision-making skills.
- Sound judgement with a willingness and ability to work under pressure and to meet time sensitive deadlines.
- Strong visual skills to direct and approve print and digital design.
- Excellent time management skills and the ability to effectively prioritize.
- Professionalism, diplomacy, and discretion when working with internal and external partners and when privy to sensitive information.

## OTHER REQUIREMENTS

- Keenness to work in close collaboration with student leaders and take direction from the USC's student executive.
- Sound understanding of the issues, pressures, challenges, and opportunities for student associations in the post-secondary sector.

## WORKING CONDITIONS

- Evening and weekend work on short notice, particularly during the academic year.
- Working at a desk with a computer for long periods of continued duration.
- Attending regular meetings outside of office hours.
- Infrequent travel out of the office.

## ORGANIZATION CHART

