



University Students' Council of the University of Western Ontario
Communications
ASSOCIATE VICE-PRESIDENT MARKETING

EFFECTIVE:
May 1, 2014

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: ASSOCIATE VICE-PRESIDENT MARKETING

2.00 POSITION OVERVIEW:

- (1) Under the direction of the Vice-President Communications, the Associate Vice-President Marketing will act as the primary steward of the USC's marketing, branding and promotional efforts.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Manage the Advertising Commissioner, Media Productions Commissioner, Team USC Coordinator and Social Media Coordinator in the execution of the day-to-day activities of USC marketing and branding.
- (2) Act as a project manager to ensure the marketing success of an assigned USC event or program from inception to completion, including social media, digital materials, physical signage and in-person promotions. Manage and track communications budget in relation to each project.
- (3) Under the direction of the Vice President Communications, act as a gatekeeper to balance competing promotional needs within the USC,
- (4) Actively research and look for new ways to expand and strengthen USC marketing and branding efforts across campus.
- (5) Provide expertise and guidance to USC volunteers across portfolios (where tasked by the VP Communications) to ensure consistent and effective marketing for USC initiatives.
- (6) Collaborates where necessary with all USC departments, but maintains strong relationships with Productions, Creative Services and staff Marketing personnel to achieve maximum efficacy. As such, ensure that the "Promotional Brief" is kept up-to-date as to calibrate marketing efforts.
- (7) Adhere to USC bylaws, policies and procedures.
- (8) 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.



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4.00 QUALIFICATIONS:

- (1) Qualified candidates for this position must be an undergraduate student of Western University and will have aptitudes in the following areas:
 - a) *Project Management Skills:* identifies project needs, develops plans, mobilizes available resources, adapts to changing circumstances, sets priorities and manages time in order to effectively meet deadlines. Detail-oriented with a strong sense of follow-through. Approaches a complex task or problem by breaking it down into its component parts.
 - b) *Marketing Acumen:* Strong understanding of branding and varied marketing tactics (experiential, targeted etc.). Produces copy that is creative, exciting and grammatically sound. Comfortable working in a variety of mediums, including web, print, and experience-based marketing.
 - c) *Communication Skills:* Strong written and verbal communication. Actively listens to the issues of others in a manner that elicits cooperation and engagement.
 - d) *Team Facilitation:* Experience providing 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.
 - e) *Evaluative and Analytical:* Understands and appreciates the value of metrics and feels comfortable using metrics to inform future decisions. Takes learning from each experience and uses critical thought to make adjustments for future endeavours. Gives constructive feedback to team members.
 - f) *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.
 - g) *Proactivity:* Anticipates future projects and seeks out information and resources needed to take initiative.

5.00 TIME COMMITMENT:

- (1) Start date of June 1st 2014. End date of May 31st, 2015.
- (2) **June to August**
 - a. Hours of work will be 2-5 hours per week.



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(3) **September to November**

- a. Hours of work will be 10 – 15 hours per week.

(4) **December**

- a. Hours of work will be 5 – 10 hours per week, with flexibility to accommodate the AVP's exam schedule.

(5) **January to March**

- a. Hours of work will be 10 – 15 hours per week.

(6) **April**

- a. Hours of work will be 5 - 10 hours per week, with flexibility to accommodate the AVP's exam schedule.

(7) Attendance at regular (biweekly) meetings with the Communications portfolio and regular (weekly or biweekly) meetings with the VP Communications.

(8) Shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

(1) There will be a Health and Safety training seminar conducted at the beginning of the term of employment. This seminar is mandatory as all members of the USC must attend.

(2) There will be an Orientation Day conducted in August to familiarize the Intern with the USC operations, fellow interns and staff.

(3) Throughout their term, the Associate Vice President Marketing will have the opportunity to strengthen their leadership, critical thinking, project management, and communication skills through professional development workshops and experiential learning facilitated by the Volunteer Services Department.

7.00 LEARNING OUTCOMES:

(1) Plan, implement, monitor and evaluate projects by applying principles of project management.

(2) Learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.



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- (3) Demonstrate an understanding of and act in the mediating role of the professional communicator within organizations, between organizations, and between the organization and the general public.

8.00 COMMUNITY IMPACT:

- (1) The Associate Vice President Marketing shall strive to enhance and grow the USC's brand clarity and presence by evolving all creative associated with the organization to align with the broader mission and mandate.
- (2) USC marketing strategies strive to provide clarity around what the USC does, support the work of volunteers, engage the broad community of students in public discourse, and influence student attitudes, interests, systems and policies.

9.00 EVALUATION:

- (1) Associate Vice Presidents will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. *Formative Assessment:* The VP Communications will maintain an ongoing and open dialogue of informal feedback with the AVP Marketing. This informal process of feedback will be completed on-the-job and will aid in identifying learning needs for successful task completion. This will allow for instructional guidance in learning a new skill and being able to execute assigned tasks and projects successfully. This type of feedback goes both ways so as to allow the AVP Marketing to obtain a meaningful experience while also informing the VP Communications about specific learning and development goals they hope to achieve.
 - ii. *Summative Assessment:* There will be three formal feedback surveys conducted throughout the AVP Marketing's tenure with the USC. These surveys are to provide the Intern with the ability to articulate their experiences so far and to evaluate their program to identify any learning opportunities they would like to participate in. The second aspect of the summative assessment is formally conducted by the VP Communication to evaluate all strengths, any necessary improvements and communicate future projects with the AVP Marketing. This collaborative assessment will allow for both to communicate how the experience has been so far and to evaluate the overall job performance.



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10.00 SUPERVISION:

- (1) The Associate Vice-President Marketing reports directly to the Vice-President Communication.
- (2) Secondary support for the AVP Marketing will be provided by the Volunteer Services and Human Resources Departments.