



University Students' Council of the University of Western Ontario
Communications
ASSOCIATE VICE PRESIDENT PUBLIC AFFAIRS

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: ASSOCIATE VICE PRESIDENT OF PUBLIC AFFAIRS

2.00 POSITION OVERVIEW:

- (1) The Associate Vice President Public Affairs will strategically create and facilitate public relations efforts for the USC under the direction of the Vice President Communications.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with and support the Western TV Coordinator, Publications Coordinator, Student Feedback Coordinator in the planning and execution of the day-to-day activities of USC public affairs.
- (2) Identify, build and maintain strong reciprocal relationships with both campus and local media staffers for the purposes of disseminating relevant information about the USC. Writes and broadcasts press releases when necessary, using strategy and intent to plan an editorial calendar.
- (3) Compile, edit and disseminate the Mustang Monthly (a USC newsletter) each month by working with USC Executive, staff and Western's mass e-mail system.
- (4) Plan, develop and execute public education campaigns and design media relations efforts to support advocacy and programming using a variety of mediums and communication channels.
- (5) Review, edit and assist with public communication documents across the USC including presentations, blog posts, meeting briefs and speeches.
- (6) Attends meetings and functions in the VP Communications' stead when needed, act as a relationship holder with key partners.
- (7) Acts as a key spokesperson for the USC when requested, answers general correspondence, relays messages to partners and participates in crisis communications as required.
- (8) Work with Advocacy Services Officer and Advocacy Group to align efforts on policy and advocacy initiatives, with an emphasis on communicating advocacy work to students.



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- (9) Adhere to USC bylaws, policies and procedures.
- (10) 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.

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) *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.
 - b) *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.
 - c) *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. Fosters an environment of shared responsibility.
 - d) *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.
 - e) *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.
 - f) *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.



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5.00 TIME COMMITMENT:

- (1) Start date of June 1st 2014. End date of May 31, 2015.
- (2) **June to August**
 - a. Hours of work will be 2-5 hours per week.
- (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 Public Affairs will have the opportunity to strengthen their leadership, critical thinking, project management, and communication skills through professional development workshops and experiential learning facilitating by the Volunteer Services Department.



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7.00 LEARNING OUTCOMES:

- a) Plan, implement, monitor and evaluate projects by applying principles of project management
- b) Learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.

8.00 COMMUNITY IMPACT:

- a) USC Public Affairs programs and publications provide an education for students, keeping the Western community informed on relevant and important issues and events on campus. The incumbent shall strive to support and create experiential learning opportunities for students.

9.00 EVALUATION:

- a) 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 Public Affairs. 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 Public Affairs 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 Public Affairs 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 Communications to evaluate all strengths, any necessary improvements and communicate future projects with the AVP Public Affairs. 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:

- a) The Associate Vice-President Public Affairs reports directly to the Vice-President Communications.
- b) Secondary support for the AVP Public Affairs will be provided by the Volunteer Services and Human Resources Departments.