



University Students' Council of the University of Western Ontario
Position Description
IMAGE MANAGEMENT COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: IMAGE MANAGEMENT COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Image Management Coordinator will act as key component of the USC's marketing efforts by ensuring the USC's brand, advertising, graphics and photography are updated and maintained in our consistent communication channels.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the Associate Vice President Marketing to ensure that available USC communication channels, including but not limited to: televisions, poster boards, kiosks and sandwich boards are up-to-date with timely and engaging content.
- (2) Work with the Western Photography Club to either take photos or arrange for photos to be taken at USC events.
 - i. Maintain consistent, reliable and mutually respectful relationships with photographers.
 - ii. Watermark photos and update the USC website, Flickr and Facebook group in a timely manner following an event.
- (3) Build relationships and be the key relationship holder for contacts across campus to effectively extend the USC's promotional presence into other buildings and venues on a consistent basis.
- (4) With the assistance of the Associate Vice President Marketing, research and plan ways for the USC to capitalize on its promotional capacities through expansion or re-allocation of resources.
- (5) Maintain relationships with USC staff who manage and contribute to USC communication channels (Creative Services, Facilities Manager) as well as the Marketing Team in the USC Operations, communicating goals and collaborating where necessary
- (6) Ensure the USC's brand is portrayed within the standards set out by the USC's visual identity guide and the Vice President Communications;



IMAGE MANAGEMENT COORDINATOR

- (7) 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) **Interpersonal Communication:** The Coordinator position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums. The Image Management Coordinator should have effective public relations skills.
- (2) **Organizational Skills:** The position requires the ability to manage multiple tasks and initiatives simultaneously and provide consistent, reliable and thorough follow-through.
- (3) **Adaptable:** Able to problem-solve quickly and readjust plans in times of changed circumstances or information.
- (4) **Basic Graphics and Photo-Editing Ability:** Comfortable editing, manipulating and watermarking photographs to produce a professional aesthetic.

5.00 TIME COMMITMENT:

5.01 This position requires varying time commitments.

- (1) April to August: 2 – 3 hours per week
- (2) September to March: 5 – 10 hours per week
- (3) The Image Management Coordinator will participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

- (1) The Image Management Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.
- (2) The Image Management Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (3) Throughout their term, the Image Management Coordinator will have the opportunity to strengthen their leadership, critical thinking, project management,



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IMAGE MANAGEMENT COORDINATOR

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and communication skills through professional development workshops and experiential learning facilitating by the Volunteer Services Department.

7.00 LEARNING OUTCOMES:

- (1) Through working with USC operations and coordinators the Image Management Coordinator will gain experience in effectively using their skills in a dynamic multifaceted organization with multiple stakeholders, taking direction to inform the final goals.
- (2) As an active member of the Vice President Communications portfolio the Image Management Coordinator will learn how to strengthen the “brand” and outreach of an organization using consistent and targeted visual identity strategies.

8.00 COMMUNITY IMPACT:

- (1) The role of the Image Management Coordinator will help to create better awareness of campus and USC services and operations with the student body and the local community.

9.00 EVALUATION:

- (1) The Image Management Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer's term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 SUPERVISION:

- (1) Primary supervision: Associate Vice President Marketing
 - i. Executive oversight: Vice-President Communications
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services



University Students' Council of the University of Western Ontario
Position Description
PUBLICATIONS COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: PUBLICATIONS COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The primary steward of the USC's "Concrete Speech" website: responsible for researching, soliciting and editing submissions made to the site and ensuring that Concrete Speech is accessible and interesting to the general student population.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Organize and oversee the planning and publishing of Concrete Speech on a weekly basis or as per a predetermined schedule in accordance with the Associate Vice President Public Affairs and Vice President Communications;
- (2) Create, execute and monitor a promotions plan for Concrete Speech;
- (3) Build networked relationships with Councillors and Coordinators for the purposes of soliciting and developing Concrete Speech content;
- (4) Edit and refine submissions to Concrete Speech to ensure their readability, relevance and overall quality;
- (5) Work with the Associate Vice President Public Affairs and Vice President Communications to align Concrete Speech content with USC values and priorities;
- (6) 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) Initiative: Thorough in identifying current and future opportunities for issue engagement and pursues opportunities for meaningful content.
- (2) Proficient 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.



PUBLICATIONS COORDINATOR

- (3) Research and Synthesis Skills; Able to provide issue analysis and additional information as required to ensure best practices and up-to-date context.
- (4) Interpersonal Skills: Encouraging, professional and engaging. Able to simultaneously impress on potential contributors the importance of their ideas while also making these contributors invested in the overall success of Concrete Speech.

5.00 TIME COMMITMENT:

5.01 This position requires varying time commitments:

- (1) April to July: 4 – 5 hours per week.
- (2) August to April: 7 – 10 hours per week.
- (3) The Publications Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

- (1) The Publications Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.
- (2) The Publications Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (3) Throughout their term, the Publications Coordinator 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.

7.00 LEARNING OUTCOMES:

- (1) The Publications Coordinator will strengthen their written and oral communication skills across a variety of groups, as well as how to evaluate and implement feedback.
- (2) The Publications Coordinator will be able to demonstrate an understanding of a healthy “public sphere” and act in the mediating role of the professional communicator within an organization, between organizations and between the organization and the general public.

8.00 COMMUNITY IMPACT:



PUBLICATIONS COORDINATOR

- (1) If successful, the Publications Coordinator will foster a sense of understanding and connection between student leaders and the general student community through their work.
- (2) The Publications Coordinator will contribute to the overarching sense of student engagement and involvement to general campus issues.

9.00 EVALUATION:

- (1) The Publications Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer's term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 COMPENSATION

- (1) The Publications Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.
- (2) In order to receive the first honourarium payment, the Publications Coordinator must:
 - i. Remain within the position until January 1st in the relevant academic year;
 - ii. Submit an interim report to the primary supervisor by the end of the fall term; and,
 - iii. Receive written notice of approval of the interim report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.
- (3) In order to receive the second honourarium payment, the Publications Coordinator must:
 - i. Remain within the position until April 30th in the relevant academic year;



PUBLICATIONS COORDINATOR

- ii. Submit an final report to the primary supervisor by the end of the fall term; and,
- iii. Receive written notice of approval of the final report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.

11.00 SUPERVISION:

(1) Primary Supervision: Associate Vice President Public Affairs

- i. Executive oversight: Vice-President Communications

(2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services



University Students' Council of the University of Western Ontario
Position Description
SOCIAL MEDIA COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: SOCIAL MEDIA COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Social Media Coordinator will assist in the implementation of an effective social media strategy and day-to-day social media presence for the USC and all of its subsidiaries excluding faculty and affiliate councils, CHRW and The Gazette.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the Vice President Communications portfolio to develop strategies for branding and promoting USC initiatives;
- (2) Ensure the USC is up-to-date with the latest social media practices, expanding into new platforms where necessary;
- (3) Create content for the USC's social media platforms that is relevant, engaging and timely;
- (4) At the discretion of the VP Communications, act as the primary gatekeeper for competing needs from within the USC and outside requests from our external partners (i.e. Western);
- (5) Provide strategic social media support and expertise for all USC entities (operations and programs with the exception of CHRW and The Gazette);
- (6) Manage the day-to-day inquiries and concerns posed through social media channels alerting the Vice-President Communications to potential areas of concern;
- (7) Ensure consistency in messaging and demonstration of values across all USC subsidiary social media platforms;
- (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;
- (9) Update the USC Social Media Guide as necessary;



SOCIAL MEDIA COORDINATOR

4.00 QUALIFICATIONS:

- (1) **Interpersonal Communication:** The Social Media Coordinator position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums. The Social Media Coordinator should have effective public relations skills.
- (2) **Marketing Acumen:** The Social Media Coordinator should have extensive marketing knowledge and experience operating various social media devices and platforms for the purpose of student engagement.
- (3) **Problem Solving:** The Social Media Coordinator should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role. Strong organizational and time management skills are paramount.
- (4) **Strategic Thinking:** Skilled and tactical in using existing resources and capacities to maximize impact and scope of marketing goals.

5.00 TIME COMMITMENT:

5.01 This position requires varying time commitments.

- (1) April to August: 2 – 3 hours per week
- (2) September to March: 7 – 10 hours per week
- (3) The Social Media Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

- (1) The Social Media Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.
- (2) The Social Media Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (3) Throughout their term, the Social Media Coordinator will have the opportunity to strengthen their leadership, critical thinking, project management, and communication skills through professional development workshops and



SOCIAL MEDIA COORDINATOR

experiential learning facilitating by the Volunteer Services Department.

7.00 LEARNING OUTCOMES:

- (1) Through working with USC operations and Coordinators the Social Media Coordinator will gain experience in effectively employing various forms of social media as marketing and promotional tools.
- (2) As an active member of the Vice President Communications portfolio the Social Media Coordinator will learn how to strengthen the “brand” and outreach of an organization using social media as an interactive communications platform.

8.00 COMMUNITY IMPACT:

- (1) The role of the Social Media Coordinator will help to create better awareness of campus and USC services and operations with the student body and the local community.

9.00 EVALUATION:

- (1) The Social Media Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer's term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 SUPERVISION:

- (1) Primary Supervision: Associate Vice President Marketing
 - i. Executive oversight: Vice-President Communications
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services



University Students' Council of the University of Western Ontario
Position Description
STUDENT FEEDBACK COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: STUDENT FEEDBACK COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Student Feedback Coordinator works with the Associate Vice-President Public Affairs, the Vice President Communications and the Student Feedback Committee to facilitate and actively garner feedback from the student population to help direct USC activities.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Select, manage and oversee the USC Student Feedback Committee.
- (2) Use online mechanisms to garner student feedback including polling, surveys and the Idea Forum.
- (3) Lead the USC Student Feedback Committee in the planning and execution of two Change Camps during the academic year including the creation and publishing of a report for each.
 - i. Develop creative methods of distributing the report and any additional feedback data that maximizes accessibility for the general student population.
- (4) Act as a facilitator and a resource for Faculty and Affiliate Councils to conduct Town Halls within their constituencies.
- (5) Collaborate with the TeamUSC Coordinator as a feedback gathering source under the direction of the Vice-President Communications and the Associate Vice-President Public Affairs.
- (6) Work with the Vice President Communications portfolio to plan and implement any additional feedback structures for the USC.
- (7) Be responsible for the timely and succinct reporting of student feedback to the USC and to the student population.
- (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



STUDENT FEEDBACK COORDINATOR

USC's Final Reports Procedure.

4.00 QUALIFICATIONS:

- (1) **Interpersonal Communication:** The Student Feedback Coordinator position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums.
- (2) **Project Management:** The Student Feedback Coordinator will act as project manager for all the projects incumbent upon the Committee to accomplish. Strong organizational and time management skills are paramount to the success of these projects. The Student Feedback Coordinator should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
- (3) **Group Facilitation:** In leading Committee, the Student Feedback Coordinator should have effective group facilitation skills to ensure a positive and productive experience for all members. Willing to utilize a diverse range of team member skills, recognizes how team members can serve to complement one another. Able to effectively facilitate team decision-making processes, especially when navigating collaborative creativity among team members. Fosters team culture that supports consensus building and the development of its members.
- (4) **Knowledge of Data Collection Methods:** The Student Feedback Coordinator should have experience with quantitative and qualitative methodologies for data collection and assessment, including a clear understanding of ethical survey practices.
- (5) **General:** Knowledge of the structure of the USC and its operations and services.

5.00 TIME COMMITMENT:

- (1) 3 – 4 hours/week on average throughout the academic year.
- (2) 10-15 hours/week for the week(s) leading up to a Change Camp event.
- (3) The Student Feedback Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

- (1) The Student Feedback Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.



STUDENT FEEDBACK COORDINATOR

- (2) The Student Feedback Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (3) Throughout their term, the Student Feedback Coordinator 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.

7.00 LEARNING OUTCOMES:

- (1) The Student Feedback Coordinator will learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.
- (2) The Student Feedback Coordinator will develop project planning and event management skills.

8.00 COMMUNITY IMPACT:

- (1) Through the collection of quantitative and qualitative feedback the University Students' Council aims to identify student interests, insight and perspectives on a variety of subjects. The focus of the Student Feedback Coordinator is to design, organize and execute student engagement surveys & studies to inform changes to organizational policies, practices and priorities.

9.00 EVALUATION:

- (1) The Student Feedback Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer's term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 COMPENSATION



STUDENT FEEDBACK COORDINATOR

- (1) The Student Feedback Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.
- (2) In order to receive the first honourarium payment, the Student Feedback Coordinator must:
 - i. Remain within the position until January 1st in the relevant academic year;
 - ii. Submit an interim report to the primary supervisor by the end of the fall term; and,
 - iii. Receive written notice of approval of the interim report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.
- (3) In order to receive the second honourarium payment, the Student Feedback Coordinator must:
 - i. Remain within the position until April 30th in the relevant academic year;
 - ii. Submit an final report to the primary supervisor by the end of the fall term; and,
 - iii. Receive written notice of approval of the final report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.

11.00 SUPERVISION:

- (1) Primary supervision: Associate Vice-President Public Affairs
 - i. Executive oversight: Vice President Communications
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services



University Students' Council of the University of Western Ontario
Position Description
TEAM USC COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: TEAM USC COORDINATOR

2.00 POSITION OVERVIEW:

- (1) TeamUSC is a marketing and promotions team for the University Students' Council, working to showcase the services and programs of the USC. Through the organization and execution of campus-wide promotions, TeamUSC will initiate campaigns that foster student engagement and generate awareness for a number of milestone events. These include, but are not limited to: Orientation Week, Purple Fest, Purple Finale and the USC Elections. The Team USC Coordinator will act as the project manager for each of these endeavours and act as a leader and mentor for the team.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the outgoing Coordinator and the Vice-President Communications to develop a plan for the year to align the team's structure with current USC priorities and to promote and advertise the team for the purpose of recruiting team members
- (2) Select and oversee the TeamUSC Leadership team as well as TeamUSC members.
- (3) Execute effective promotional campaigns on behalf of the USC for various milestone events. These could include, but are not limited to: Orientation Week, Purple Fest/Frost/Finale, and USC Elections.
- (4) Adhere to USC bylaws, policies and procedures.
- (5) Liaise with the Orientation Coordinator and the Vice President Student Events to promote the USC, its services, programs and volunteer opportunities to first year students during Orientation Week.
- (6) During Orientation Week act as a liaison between the USC and the Soph teams to oversee designated USC engagement activities as directed by the Vice President Communications.
- (7) Work with the Chief Returning Coordinator and the Elections Committee to design and implement a promotional campaign for USC fall and spring elections.



TEAM USC COORDINATOR

- (8) Responsible for overseeing the budget for TeamUSC promotional expenses for review and approval by the Vice-President Communications.
- (9) Oversee the training and skills development of TeamUSC members, in consultation with the USC Volunteer Services Department.
- (10) Work with various USC volunteers and staff members to execute TeamUSC projects.
- (11) Sign and adhere to an Orientation Leader contract and any other contracts as directed by the Vice-President Communications
- (12) 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) The TeamUSC Coordinator position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders.
- (2) The TeamUSC Coordinator will act as project manager for all the projects assigned to TeamUSC and therefore strong organizational and time management skills are paramount to the success of promotional campaigns.
- (3) In leading TeamUSC, the Coordinator should have effective group facilitation skills to ensure a positive and productive experience for all members.
- (4) In order to lead the marketing team effectively, the Coordinator should have basic skills in image manipulation and video editing, as well as have basic experience in event management.
- (5) The TeamUSC Coordinator should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
- (6) Knowledge of the structure of the USC and its operations and services
- (7) The TeamUSC Coordinator should be financially literate and have some accounting/budgeting experience

5.00 TIME COMMITMENT:

- (1) The TeamUSC Coordinator's term shall begin in February and end in April of the following Winter academic term



TEAM USC COORDINATOR

- i. The TeamUSC Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.
- (2) During the first part of their term (*February – May*), the TeamUSC Coordinator will be required to work approximately 15 hours a week. Hours are flexible to fit around classes and other commitments. More hours may be required at peak times, while fewer may be required at times like the examination period.
- (3) During the summer (*May – September*), the TeamUSC Coordinator will be working 5-10 hours per week. Most of this work will consist of coordinating the activities of the TeamUSC members and maintaining contact with the Vice-President Communications.
- (4) The TeamUSC Coordinator will be required to return to London prior to the start of Orientation Week. The Coordinator is also required to be present during Orientation Week.
- (5) Following Orientation Week, the TeamUSC Coordinator will be required to work 10-15 hours per week. During peak periods (September, October, January, February) the Coordinator will be expected to work additional hours (week to week basis) to account for increased activity on campus.
- (6) The TeamUSC Coordinator will be expected to conduct monthly meetings with TeamUSC members.

6.00 TRAINING/SUPPORT:

- (1) The TeamUSC Coordinator will be required to attend Leadership Team Retreat in May and All Soph Training in August (prior to Orientation Week), as well as additional training dates required by the Vice-President Communications.
- (2) The TeamUSC Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.
- (3) The TeamUSC Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (4) Throughout their term, the TeamUSC Coordinator 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.



TEAM USC COORDINATOR

7.00 LEARNING OUTCOMES:

- (1) The TeamUSC Coordinator will learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.
- (2) The TeamUSC Coordinator will develop project planning and event management skills.

8.00 COMMUNITY IMPACT:

- (1) The TeamUSC Coordinator will strive to create and implement innovative public engagement campaigns that garner student feedback and enlist student participation in USC services, programs and events.
- (2) The TeamUSC Coordinator will work to foster a strong sense of involvement and participation among TeamUSC members in promotional campaigns and team activities.

9.00 EVALUATION:

- (1) The TeamUSC Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer's term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 COMPENSATION

- (1) The TeamUSC Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.
- (2) In order to receive the first honourarium payment, the TeamUSC Coordinator must:
 - i. Remain within the position until January 1st in the relevant academic year;



TEAM USC COORDINATOR

- ii. Submit an interim report to the primary supervisor by the end of the fall term; and,
 - iii. Receive written notice of approval of the interim report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.
- (3) In order to receive the second honourarium payment, the TeamUSC Coordinator must:
- i. Remain within the position until April 30th in the relevant academic year;
 - ii. Submit an final report to the primary supervisor by the end of the fall term; and,
 - iii. Receive written notice of approval of the final report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.

11.00 SUPERVISION:

- (1) Primary supervision: Associate Vice President Marketing
- i. Executive oversight: Vice-President Communications
 - ii. In addition to the direction and supervision of the Vice-President Communications, the TeamUSC Coordinator will liaise and collaborate with “project partners” across the USC, including but not limited to the Vice President Student Events and the Orientation Coordinator (in the case of O-Week) and the Chief Returning Officer & Elections Committee (in the case of Get Out The Vote).
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services



University Students' Council of the University of Western Ontario
Position Description
VIDEO PRODUCTIONS COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: VIDEO PRODUCTIONS COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Video Productions Coordinator will assist in the creation and filming of promotional and educational videos as decided by the Vice President Communications and the Associate Vice President Marketing to further the goals of the USC.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the Vice President Communications portfolio as a whole to develop strategies to incorporate video aspects into broader branding and promoting initiatives within the USC;
- (2) Help storyboard, script, film and edit video concepts from the Vice President Communications portfolio and, when requested, other portfolios within the USC;
- (3) Collaborate with multiple stakeholders within the USC and help translate overall marketing goals and outcomes into a video concept;
- (4) If without own equipment, collaborate with Associate Vice President Marketing (and Western TV Coordinator if necessary) to use USC equipment responsibly for the production of videos;
- (5) Ensure consistency in messaging and demonstration of values across all USC video campaigns;
- (6) Offer technical and creative expertise when consulted on video projects being undertaken in other areas of the USC.
- (7) 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) Interpersonal Communication: The Video Productions Coordinator position



VIDEO PRODUCTIONS COORDINATOR

requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums. The Video Productions Coordinator should have effective public relations skills.

- (2) Video Producing/Editing: The Video Productions Coordinator must have access to and comfort using video editing software (i.e. iMovie, Final Cut), image editing and design skills, understanding of lighting and sound needs.
- (3) Time Management: The Video Productions Coordinator must be able to effectively allocate time and resources to complete complex projects by the allocated deadlines.
- (4) Creative: The Video Productions Coordinator must be able to visualize outcomes while using clever and original copy to engage audiences. Able to come up with imaginative alternatives when presented with obstacles. Can exercise creativity while still submitting to an overall set of directions.

5.00 TIME COMMITMENT:

5.01 This position requires varying time commitments.

- (1) April to August: 2 – 3 hours per week
- (2) September to March: 7 – 10 hours per week
- (3) The Video Productions Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

- (1) The Video Productions Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.
- (2) The Video Productions Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (3) Throughout their term, the Video Productions Coordinator 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.

7.00 LEARNING OUTCOMES:



VIDEO PRODUCTIONS COORDINATOR

- (1) Through working with USC operations and coordinators the Video Productions Coordinator will gain experience in effectively using their skills in a dynamic multifaceted organization with multiple stakeholders, taking direction to inform the final product.
- (2) As an active member of the Vice President Communications portfolio the Video Productions Coordinator will learn how to strengthen the “brand” and outreach of an organization using videos as an engaging communications platform.

8.00 COMMUNITY IMPACT:

- (1) The role of the Video Productions Coordinator will help to create better awareness of campus and USC services and operations with the student body and the local community.

9.00 EVALUATION:

- (1) The Video Productions Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer’s term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 SUPERVISION:

- (1) Primary supervision: Associate Vice President Marketing
 - i. Executive oversight: Vice-President Communications
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services



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WESTERN TV COORDINATOR

EFFECTIVE:

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: WESTERN TV COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Western TV Coordinator oversees all aspects of the planning and production of the University Students' Council's weekly talk show, Western TV.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Be the producer of the Western TV show and oversee all aspects of content, finances and logistics.
- (2) Oversee the application process and selection of the Western TV Executive Team and reporters.
- (3) Provide volunteer opportunities for students behind and in front of the camera including editing, filming, set production and reporting.
- (4) Ensure that all content on the Western TV is in line with the USC mission and remains relevant to students.
- (5) Oversee the planning and production of the weekly reporting segments.
- (6) Conduct weekly planning meeting with production and reporting volunteers.
- (7) Work with the USC Productions Department on all technical aspects of the live show.
- (8) Maintain the Western TV website and YouTube channel.
- (9) Maintain the Western TV Facebook page for communication with and scheduling of volunteers.
- (10) Develop a capital plan for the Western TV and apply to the Media Capital Fund in anticipation of the program.
- (11) Work with the USC Productions Department to plan and record interviews with prominent guests and performers, and plan and conduct interviews with candidates



WESTERN TV COORDINATOR

during the USC Presidential Election period and produce the Election Results Show.

- (12) Maintain the Western TV budget as specified by the Associate Vice President Public Affairs and Vice President Communications.
- (13) Ensure that Western TV equipment and studio space is kept in good order and up to date.
- (14) 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) **Interpersonal Communication:** The Western TV Coordinator position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums.
- (2) **Project Management:** The Western TV Coordinator will act as project manager for all the projects incumbent upon the Executive Committee to accomplish. Strong organizational and time management skills are paramount to the success of these projects. The Western TV Coordinator should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
- (3) **Group Facilitation:** In leading Executive Committee, the Western TV Coordinator should have effective group facilitation skills to ensure a positive and productive experience for all members. Willing to utilize a diverse range of team member skills, recognizes how team members can serve to complement one another. Able to effectively facilitate team decision-making processes, especially when navigating collaborative creativity among team members. Fosters team culture that supports consensus building and the development of its members.
- (4) **Technical Skills:** The Western TV Coordinator should have strong technical and operating knowledge of Final Cut Pro and Canon Rebel Tbi. The Western TV Coordinator should be proficient in basic video editing, filming and production management.
- (5) **General:** The Western TV Coordinator should have previous experience working or volunteering with the Western TV program. The Western TV Coordinator should have knowledge of the structure of the USC and its operations and services.

5.00 TIME COMMITMENT:



WESTERN TV COORDINATOR

- (1) This position requires a commitment of approximately 10-15 hours per week with some increase during peak times such as Orientation Week and the elections period
- (2) The Western TV Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

6.00 TRAINING/SUPPORT:

- (1) The Western TV Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Services Department.
- (2) The Western TV Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.
- (3) Throughout their term, the Western TV Coordinator 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.

7.00 LEARNING OUTCOMES:

- (1) The Western TV Coordinator will learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.
- (2) The Western TV Coordinator will gain a thorough understanding of and experience in developing content and the production of a regular television program.
- (3) The Western TV Coordinator will become familiar with ethical and legal issues relevant to reporting in the media.

8.00 COMMUNITY IMPACT:

- (1) The Western TV program provides an educational impact for students and keeps students and the Western community informed on important issues and events on campus. The video productions of Western TV have the ability to shape the impression others have of the Western community.
- (2) The Western TV program serves as an experiential learning opportunity for students who have future aspirations of pursuing work in journalism, broadcasting or post-production.

9.00 EVALUATION:



WESTERN TV COORDINATOR

- (1) The Western TV Coordinator will participate actively with their supervisors in conducting formative and summative performance assessments.
 - i. Formative Assessment is an ongoing process of dialogue and informal feedback in which Supervisors and volunteers determine their level of satisfaction in the position and identify further learning needs for successful job completion.
 - ii. A summative assessment is conducted at the end of a volunteer's term in order to qualify their volunteer experience, identify individual learning outcomes, and evaluate overall job performance. Two forms of summative assessment will be conducted: Supervisory Assessment and Self-Assessment.

10.00 COMPENSATION

- (1) The Western TV Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.
- (2) In order to receive the first honourarium payment, the Western TV Coordinator must:
 - i. Remain within the position until January 1st in the relevant academic year;
 - ii. Submit an interim report to the primary supervisor by the end of the fall term; and,
 - iii. Receive written notice of approval of the interim report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.
- (3) In order to receive the second honourarium payment, the Western TV Coordinator must:
 - i. Remain within the position until April 30th in the relevant academic year;
 - ii. Submit an final report to the primary supervisor by the end of the fall term; and,
 - iii. Receive written notice of approval of the final report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.

11.00 SUPERVISION:



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- (1) Primary Supervision: Associate Vice President Public Affairs
 - i. Executive oversight: Vice-President Student Communications
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Services