



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;



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- (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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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