



**University Students' Council of the University of Western Ontario**  
**Position Description**  
**COMMUNITY RELATIONS COORDINATOR**

**EFFECTIVE:** February 20, 2015

**AUTHORITY:** Executive

**RATIFIED BY:** Executive

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**1.00 POSITION TITLE: COMMUNITY RELATIONS COORDINATOR**

**2.00 POSITION OVERVIEW:**

- (1) The Community Relations Coordinator works with the Vice President Communications to facilitate and actively garner feedback from the student population to help direct USC activities.

**3.00 PRIMARY RESPONSIBILITIES:**

- (1) Use online mechanisms to garner student feedback including polling, surveys and the Idea Forum.
- (2) Create and publish a report for Change Camp events.
  - i. Develop creative methods of distributing the report and any additional feedback data that maximizes accessibility for the general student population.
- (3) Act as a facilitator and a resource for Faculty and Affiliate Councils to conduct Town Halls within their constituencies.
- (4) Collaborate with the Promotions Team Coordinator as a feedback gathering source under the direction of the Vice President Communications.
- (5) Work with the Vice President Communications portfolio to plan and implement any additional feedback structures for the USC.
- (6) Be responsible for the timely and succinct reporting of student feedback to the USC and to the student population.
- (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.



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**4.00 QUALIFICATIONS:**

- (1) Interpersonal Communication: The Community Relations 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: Strong organizational and time management skills are paramount to the success of these projects. The Community Relations Coordinator should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
- (3) Knowledge of Data Collection Methods: The Community Relations Coordinator should have experience with quantitative and qualitative methodologies for data collection and assessment, including a clear understanding of ethical survey practices.
- (4) General Knowledge of the structure of the USC and its operations and services.
- (5) Initiative: Thorough in identifying current and future opportunities for issue engagement and pursues opportunities for meaningful content.
- (6) 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.
- (7) Research and Synthesis Skills; Able to provide issue analysis and additional information as required to ensure best practices and up-to-date context.

**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 Community Relations 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 Community Relations Coordinator will be required to attend all USC-mandated



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training sessions for Coordinators, as determined by the Vice-President Communications and the USC Volunteer Resources Department.

- (2) The Community Relations 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 Community Relations 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 Resources Department.

**7.00 LEARNING OUTCOMES:**

- (1) The Community Relations Coordinator will develop project planning and skills.
- (2) The Community Relations Coordinator will strengthen their written and oral communication skills across a variety of groups, as well as how to evaluate and implement feedback.
- (3) The Community Relations 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:**

- (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 Community Relations Coordinator is to design, organize and execute student engagement surveys & studies to inform changes to organizational policies, practices and priorities.
- (2) If successful, the Community Relations Coordinator will foster a sense of understanding and connection between student leaders and the general student community through their work.
- (3) The Community Relations Coordinator will contribute to the overarching sense of student engagement and involvement to general campus issues.



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**9.00 EVALUATION:**

- (1) The Community Relations 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 Community Relations Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.
- (2) In order to receive the first honourarium payment, the Community Relations Coordinator must:
  - i. Remain within the position until January 1<sup>st</sup> 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 Community Relations Coordinator must:
  - i. Remain within the position until April 30<sup>th</sup> in the relevant academic year;
  - ii. Submit a final report to the primary supervisor by the end of the fall term; and,



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- 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: Vice President Communications
- (2) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Resources