



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

**EFFECTIVE:** February 20, 2015

**AUTHORITY:** Executive

**RATIFIED BY:** Executive

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**1.00 POSITION TITLE: MARKETING COORDINATOR**

**2.00 POSITION OVERVIEW:**

- (1) The Marketing 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. They will act as a primary steward of the USC's marketing, branding and promotional efforts.

**3.00 PRIMARY RESPONSIBILITIES:**

- (1) Work with the Vice President Communications 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.
- (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 Vice President Communications, 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 Teams 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;
- (8) 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.
- (9) Under the direction of the Vice President Communications, act as a gatekeeper to balance competing promotional needs within the USC,
- (10) Actively research and look for new ways to expand and strengthen USC marketing and branding efforts across campus.
- (11) Provide expertise and guidance to USC volunteers across portfolios (where tasked by the VP Communications) to ensure consistent and effective marketing for USC initiatives.

**4.00 QUALIFICATIONS:**

- (1) **Interpersonal Communication:** The Marketing 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) **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.
- e) **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.



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- f) **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.
- g) **Communication Skills:** Strong written and verbal communication. Actively listens to the issues of others in a manner that elicits cooperation and engagement.
- h) **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 endeavors. Gives constructive feedback to team members.
- i) **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.
- j) **Proactivity:** Anticipates future projects and seeks out information and resources needed to take initiative.

**5.00 TIME COMMITMENT:**

5.0001 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 Marketing 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 Marketing Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice President Communications and the USC Volunteer Resources Department.
- (2) The Marketing 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 Marketing Coordinator will have the opportunity to strengthen their leadership, critical thinking, project management, and



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

**7.00 LEARNING OUTCOMES:**

- (1) Through working with USC operations and coordinators the Marketing 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 Marketing Coordinator will learn how to strengthen the “brand” and outreach of an organization using consistent and targeted visual identity strategies.
- (3) Plan, implement, monitor and evaluate projects by applying principles of project management.

**8.00 COMMUNITY IMPACT:**

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



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assessment will be conducted: Supervisory Assessment and Self-Assessment.

**10.0 COMPENSATION:**

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

**10.00 SUPERVISION:**

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