



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

EFFECTIVE: February 20, 2015

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;



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- (9) Update the USC Social Media Guide as necessary;

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:

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 Resources 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.



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- (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 experiential learning facilitating by the Volunteer Resources 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.

10.0 COMPENSATION

- (2) The Social Media Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.



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- (3) In order to receive the first honourarium payment, the Social Media 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.
- (4) In order to receive the second honourarium payment, the Social Media 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,

11.0 SUPERVISION:

- (5) Primary Supervision: Vice President Communications
- (6) Secondary support: Coordinator, Volunteer Resources and Manager, Volunteer Resources