



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

EFFECTIVE: February 20, 2016

AUTHORITY: Executive

RATIFIED BY: Executive

PAGE | 1 of 3

1.00 POSITION TITLE: CAMPAIGNS COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Campaigns Coordinator will assist the Communications Officer, the Executive and their portfolios with the planning and implementation of public campaigns. This includes scheduling/organizing on-campus presence, consulting on promotions and ensuring consistency in USC branding.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the Communications portfolio to develop strategies for branding and promoting the USC's political initiatives.
- (2) Build social media strategies for Executive initiatives, creating Facebook events, Twitter messages and other posts where necessary.
- (3) Ensure the USC is up-to-date with the latest social media practices, expanding into new platforms where necessary.
- (4) Work with the Communications Officer, Student Programs Officer and other Executive Council members to maintain a calendar of on-campus campaigns – specifically ones that require booked spaces (UCC booths, displays, rooms). Assist with the reservation of these spaces.
- (5) Act as a resource to all USC coordinators and associate vice-presidents interested launching an awareness or political campaign.
- (7) Ensure consistency in messaging and demonstration of values across all USC campaigns.
- (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;

4.00 QUALIFICATIONS:

PAGE | 2 of 3



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

- (1) **Interpersonal Communication:** The Campaigns 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 Campaigns Coordinator should have effective public relations skills.
- (2) **Marketing Acumen:** The Campaigns 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 Campaigns 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: 1 – 3 hours per week
- (2) September to March: 5 – 8 hours per week
- (3) The Campaigns 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 Campaigns Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Communications Officer and the USC Volunteer Services Department.
- (2) The Campaigns 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 Campaigns Coordinator will have the opportunity to strengthen their leadership, critical thinking, project management, and communication skills through professional development workshops and



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

PAGE | 3 of 3

experiential learning facilitating by the Volunteer Services Department.

7.00 LEARNING OUTCOMES:

- (1) Through working with USC operations and Coordinators the Campaigns Coordinator will gain experience in effectively employing various forms of social media as marketing and promotional tools.
- (2) As an active member of the Communications portfolio the Campaigns 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 Campaigns 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 Campaigns 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

- a) The Campaigns Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.
- b) In order to receive the first honourarium payment, the Campaigns Coordinator must:



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

PAGE | 4 of 4

- 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.
- c) In order to receive the second honourarium payment, the Campaigns Coordinator must:
- i. Remain within the position until April 30th in the relevant academic year;
 - ii. Submit a final report to the primary supervisor by the end of the fall term; and,

10.00 SUPERVISION:

- (1) Executive oversight: Associate, Communications and Communications Officer
- (2) Secondary support: Coordinator, Volunteer Services and Manager, Volunteer Services