



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

DIGITAL CONTENT COORDINATOR

EFFECTIVE: February 20, 2016

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: DIGITAL CONTENT COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The Digital Content Coordinator will assist in the implementation of an effective online presence – primarily through the USC website and public documents. Work includes updating information and documentation on the website, ensuring the consistency of active links, designing short-term graphics and imagining new ways of online engagement.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the Communications Officer to ensure that available USC communication channels, primarily but not limited to the website, are up-to-date with timely and accurate content.
- (2) Use Wordpress to curate the USC website – editing pages, updating information, fixing links and imagining new ways to improve website visitation.
- (3) Design graphics to accompany press releases, campaign announcement or other news being added to the USC's website or social media pages.
- (4) With the assistance of the Communications Officer, take word documents and design them into aesthetically appealing reports that can be disseminated online to the USC, media and the community-at-large.
- (5) Maintain relationships with USC staff who manage and contribute to USC communication channels (Creative Services, Promotions Department), 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 Communications Officer.
- (7) Actively research and look for new ways to expand and strengthen USC marketing and branding efforts across campus.
- (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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4.00 QUALIFICATIONS:

- (1) **Interpersonal Communication:** The Digital Content 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) **Graphics and Photo-Editing Ability:** Comfortable editing, manipulating and watermarking photographs to produce a professional aesthetic.
- (5) **Website Design:** Though not required, a familiarity with Wordpress and its functions is an asset in this role.
- (6) **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.
- (7) **Marketing Acumen:** Strong understanding of branding and varied marketing tactics. Produces copy that is creative, exciting and grammatically sound. Comfortable working in a variety of mediums, including web, print, and experience-based marketing.
- (8) **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.
- (9) **Proactivity:** Anticipates future projects and seeks out information and resources needed to take initiative.

5.00 TIME COMMITMENT:

5.01 This position requires varying time commitments.



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- (1) April to August: 2 – 3 hours per week
- (2) September to March: 5 – 8 hours per week
- (3) The Digital Content 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 Digital Content 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 Digital Content 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 Digital Content 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 Services Department.

7.00 LEARNING OUTCOMES:

- (1) Through working with USC operations and coordinators the Digital Content 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 Communications portfolio the Digital Content 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 Digital Content Coordinator will help to create better awareness of campus and USC services and operations with the student body and the local community.



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- (2) The Digital Content 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 Digital Content 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:

- (5) The Digital Content Coordinator shall receive two honourarium payments of \$500.00 as compensation for their work.
- (6) In order to receive the first honourarium payment, the Digital Content Coordinator must:
 - i. Remain within the position until January 1st in the relevant academic year; submit an interim report to the primary supervisor by the end of the fall term; and,
 - ii. 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 Digital Content Coordinator must:



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- 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 participate in transition activities.

10.00 SUPERVISION:

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