



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

**EFFECTIVE:** February 20, 2016

**AUTHORITY:** Executive

**RATIFIED BY:** Executive

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**1.00 POSITION TITLE: PUBLIC AFFAIRS COORDINATOR**

**2.00 POSITION OVERVIEW:**

- (1) The Public Affairs Coordinator will strategically create and facilitate public relations efforts for the USC under the direction of the Communications Officer.

**3.00 PRIMARY RESPONSIBILITIES:**

- (1) Identify, build and maintain strong reciprocal relationships with both campus and local media staffers for the purposes of disseminating relevant information about the USC. Writes and broadcasts press releases when necessary, using strategy and intent to plan an editorial calendar.
- (2) Compile, edit and disseminate any USC publications or newsletters by working with USC Executive, staff and Western's administration.
- (3) Design media relations efforts to support advocacy and programming using a variety of mediums and communication channels.
- (4) Participate in media scanning – consistently reading or listening to campus and off campus media and recording positive, negative or neutral portrayals of the USC. Look for opportunities to engage with these media stories.
- (4) Review, edit and assist with public communication documents across the USC including presentations, blog posts, meeting briefs and speeches.
- (5) Acts as a key spokesperson for the USC when requested, answers general correspondence, relays messages to partners and participates in crisis communications as required.
- (6) Adhere to USC bylaws, policies and procedures.
- (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.

**4.00 QUALIFICATIONS:**



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- (1) Qualified candidates for this position must be an undergraduate student of Western University and will have aptitudes in the following areas:
  - a) **Exceptional 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.
  - b) **Systemic Thinking:** Thinks tactically and with foresight, identifying trends and priorities. Comfortable working in politically charged, bureaucratic environments. Confidently implements small-scale decision making to realize large-scale goals.
  - c) **Research Skills:** Able to provide issue analysis and additional information as required to ensure best practices and up-to-date context. Can identify relevant information and subsequent implications from high volumes of material.
  - d) **Professionalism and Discretion:** Uses diplomacy and respect with engaging with inquiries and concerns. Can be trusted with sensitive or strategic information. Provides helpful feedback and information to internal and external stakeholders in a consistent and timely manner.
  - e) **Proactive:** Reconfigures processes and patterns in light of changing needs or circumstance. Anticipates, understands and strategizes around public relations needs instead of reacting to events and circumstance. Takes initiative to assist other areas in the USC with public education campaigns.

**5.00 TIME COMMITMENT:**

- (1) 3 – 4 hours/week on average throughout the academic year.
- (3) The Public Affairs 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) There will be a Health and Safety training seminar conducted at the beginning of the term of employment. This seminar is mandatory as all members of the USC must attend.
- (2) There will be an Orientation Day conducted in August to familiarize the Intern with the USC operations, fellow interns and staff.



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- (3) Throughout their term, the Public Affairs 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:**

- a) Plan, implement, monitor and evaluate projects by applying principles of project management
- b) Learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.

**8.00 COMMUNITY IMPACT:**

- a) USC Public Affairs programs and publications provide an education for students, keeping the Western community informed on relevant and important issues and events on campus. The incumbent shall strive to support and create experiential learning opportunities for students.

**9.00 EVALUATION:**

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



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- 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.
- c) In order to receive the second honourarium payment, the Public Affairs 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,

**10.00 SUPERVISION:**

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