



University Students' Council of the University of Western Ontario
Position Description
USC HYPE TEAM COORDINATOR

EFFECTIVE:
July 1, 2017

SUPERSEDES:

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: HYPE TEAM COORDINATOR

2.00 POSITION OVERVIEW:

- (1) The USC Hype Team is a group dedicated to promoting the USC programming, initiatives, and involvement opportunities to students at large through various marketing and promotional campaigns.
- (2) The Hype Team will initiate campaigns that foster student engagement and generate awareness for a number of milestone events, as well as encourage students to get involved with the USC.
- (3) The goal of the Hype Team is to foster student engagement by creating awareness for the USC as well as offering students at large an opportunity for feedback. This will be accomplished by abiding by the 5 pillars of street team which will give the coordinator both direction for initiatives and tangible ways to promote engagement:
 - i. **Involvement:** A key aspect of the Hype Team will be informing students how they can get involved with the USC. This means educating students about both paid and volunteer opportunities within the USC. While there will be specific recruitment weeks, this piece should be an underlying function of the Hype Team that permeates all other campaigns. Involvement should always be a part of the discussion.
 - ii. **Student Feedback –** The Hype Team should act as a platform for student voices to be heard and amplified which means that student feedback campaigns will be integral to the Hype Team program. Using different feedback systems (incentivized surveys, direct access feedback forums to councillors and faculty presidents, and community open office hours) the USC street team should always work to get students' thoughts and perspectives on the USC, as well as give them access to the appropriate channels to have their voice heard.
 - iii. **Programming Promotions –** The Hype Team will be deployed to promote programming initiatives happening within the USC. The Hype Team will mostly be concerned with promoting attendance at speaker series, marquee events, and smaller atrium campaigns. This means working with the



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various coordinators from the Student Programming Portfolio to ensure maximum exposure for all student facing events.

- iv. Services Promotions – Exposing students at large the numerous services the USC provides by creating awareness campaigns for Creative Services, Purple Bikes, Western Film, Purple Store, Promotions Department etc.
- v. Advocacy Promotion – one of the key functions of the USC is advocating for students at all levels of government (municipal, provincial, federal) to ensure that student's needs are at the forefront of policy decisions. Hype Team will be tasked with developing promotional and marketing campaigns to convey to students the Advocacy developments coming from the Vice President.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Work with the Communications Officer and other Associates and Coordinators within the portfolio to develop a plan for the year to align the Hype Team's structure with current USC priorities and to promote and advertise the team for the purpose of recruiting team members.
- (2) Select and oversee all Hype Team members.
- (3) Execute effective promotional campaigns on behalf of the USC for various events and initiatives that align with Hype Team's five pillars.
- (4) Adhere to USC bylaws, policies and procedures.
- (5) Work with the Chief Returning Coordinator and the Elections Committee to design and implement a promotional campaign for USC elections.
- (6) Work in conjunction with the Communications Officer on the training and skill development of the Hype Team members to ensure that each member has the proper training to speak to students effectively about each of the five pillars.
- (7) Work with various USC volunteers and staff members to execute USC Hype Team projects.
- (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) The USC Hype Team Coordinator position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders.
- (2) The USC Hype Team Coordinator will act as project manager for all the projects assigned to the Hype Team and therefore strong organizational and time management skills are paramount to the success of promotional campaigns.
- (3) In leading the Hype Team the Coordinator should have effective group facilitation skills to ensure a positive and productive experience for all members.
- (4) The Hype Team Coordinator should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
- (5) Knowledge of the structure of the USC and its operations and services is an asset.

5.00 TIME COMMITMENT:

- (1) The Hype Team Coordinator's term shall begin in July and end in April of the following Winter academic term
 - i. The Hype Team Coordinator shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.
- (2) During the first part of their term (July – August) the Hype Team Coordinator will be required to work with the Communications Officer on preparation for the upcoming year, mainly recruitment planning and training for USC Hype Team Members.
- (3) The End of August, O-Week, and Early September will be the big push for recruitment so the Coordinator needs to be available those dates to start the recruitment process..
- (4) The Hype Team Coordinator will be required to return to London prior to the start of Orientation Week. The Coordinator is also required to be present during Orientation Week.
- (5) Following Orientation Week, the Hype Team Coordinator will be required to work 10-15 hours per week. During peak periods (September, October, January, February) the Coordinator will be expected to work additional hours (week to week basis) to account for increased activity on campus.



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- (6) The Hype Team Coordinator will be expected to conduct monthly meetings with Hype Team members.

6.00 TRAINING/SUPPORT:

- (1) The Hype Team 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 Hype Team 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 Hype Team 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) The Hype Team Coordinator will learn how to develop effective group facilitation skills in addition to becoming more proficient in supervising and managing volunteers.
- (2) The Hype Team Coordinator will develop project planning and event management skills.

8.00 COMMUNITY IMPACT:

- (1) The Hype Team Coordinator will strive to create and implement innovative public engagement campaigns that garner student feedback and enlist student participation in USC services, programs and events.
- (2) The Hype Team Coordinator will work to foster a strong sense of involvement and participation among Hype Team members in promotional campaigns and team activities.

9.00 EVALUATION:

- (1) The Hype Team 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



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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.

10.00 COMPENSATION

- (1) The Hype Team Coordinator shall receive two honorarium payments of \$500.00 as compensation for their work.
- (2) In order to receive the first honourarium payment, the TeamUSC 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.
- (3) In order to receive the second honourarium payment, the TeamUSC 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,
 - iii. Receive written notice of approval of the final report, in terms of meeting content and format requirements under the Final Report Procedure, by the primary supervisor.

11.00 SUPERVISION:

- (1) Primary supervision: Associate Communications
 - i. Executive oversight: Communications Officer
 - ii. In addition to the direction and supervision of the Communications Officer, the Hype Team Coordinator will liaise and collaborate with "project



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partners” across the USC, including but not limited to the Student Programs Officer and relevant SPO Coordinators and the Chief Returning Officer & Elections Committee (in the case of Get Out The Vote).

(2) Secondary support: Volunteer Services Manager, Volunteer Services