

## **USC CHARITY 2017/18 COMMITTEE APPLICATIONS:**

**Due Date: July 26<sup>th</sup>**

### **Positions:**

#### **COMMUNICATIONS PORTFOLIO POSITION DESCRIPTIONS:**

##### **Graphics (2)**

- Create promotional material for events for social media platforms
- Creating and designing material required at events (e.g. posters, banners)

##### **Media Team (Photography) (2)**

- Work closely with entire media team to photograph and document events
- Editing and providing raw material photo-based promotions, event material

##### **Media Team (Videography) (2)**

- Work closely with entire media team to film and document events
- Editing and creating video promotional material
- Editing and creating a 'year-end' video project

##### **Promotions Team (4)**

- Create and manage social media campaigns for charity events
- Manage a social media presence on platforms such as Facebook, Twitter, Instagram.. etc.
- Engage and expand audience using various strategies to promote events.

#### **OUTREACH PORTFOLIO POSITION DESCRIPTIONS:**

##### **United Way Outreach Coordinator (1)**

- Act as a liaison with United Way Students Association(UWSA) and students through USC Charity
- Help the United Way Students' Association organize and execute three (3) United Way events throughout the school year

##### **Volunteer Coordinator (1)**

- Recruit and train volunteers for the various USC Charity events
- Manage and plan the responsibilities of volunteers during the events
- Work alongside the promotions team to involve first year students to volunteer at USC Charity events

##### **External Outreach Coordinator (1)**

- Form and maintain relationships with local London charities/initiatives
- Connect the Western community and USC Charity committee with volunteer opportunities outside of Western

##### **Sponsorship (4)**

- Reach out to local businesses via sponsorship runs, phone call, or email to obtain resources and donations necessary for the various USC Charity events
- Work with the event coordinators and fulfill any sponsorship requests

## **EVENTS PORTFOLIO POSITION DESCRIPTIONS:**

### **Haunted House Coordinator (2)**

The Haunted House Coordinators are responsible for planning the layout and theme of the Haunted House with the help of USC Productions. The event takes place in October and will also require the two coordinators to begin planning and contacting organizations which they wish to support.

#### *RESPONSIBILITIES:*

- coordinating with USC Productions about the theme and plan for the haunted house
- finalize theme and layout with committee and each other
- decide which organization(s) to support
- discuss promotions and volunteer details with committee

### **Dine in the Dark Coordinator (2)**

Dine in the Dark is an event held in November in support of DeafBlind Society. The evening will consist of a cocktail hour and art exhibit in Mustang Lounge followed by a dinner at the Wave.

#### *RESPONSIBILITIES:*

- coordinating details with DeafBlind Society about proceeds and presentation
- planning the theme and layout of the Lounge and Wave
- coordinating with the committee about promotions and plans
- communicating with USC productions about set-up for cocktail hour
- contacting the Wave for food options and finalizing the menu

### **Children's Holiday Party Coordinator (2)**

Children's Holiday Party takes place at the beginning of December using the Mustang Lounge. The event is coordinated with the Children's Aid Society of London and Middlesex as foster children come to enjoy a holiday party with crafts, treats, games, and Santa.

#### *RESPONSIBILITIES:*

- contact with the Manager of Children's Aid Society of London and Middlesex for number of children attending, presents, and other logistics
- planning the layout of the lounge with activities
- finalizing the games and activities for the children
- communicating layout plans to USC productions to ensure set-up and decorations for the event
- communicate plans and needs from the committee for promo and volunteers

## **Relay for Life Coordinator (2)**

Relay for Life is a 24-hour event that takes place around the UCC in support of the Canadian Cancer Society. The event is in March and begins with a luminary ceremony which is followed by a night of fun, interactive games and activities for teams to participate in.

### *RESPONSIBILITIES:*

- planning activities and promotions throughout the year
- coordinating with USC productions about layout details
- plan Relay @ Rick's nights
- coordinating survivors for ceremony
- maintaining contact with Canadian Cancer Society throughout planning process
- communicate event details and positions to committee

**Responses to [Charity@westernusc.ca](mailto:Charity@westernusc.ca)**