



## **USC VP Communications and Public Affairs**

### **MISSION STATEMENT**

*To enhance the educational experience and quality of life for undergraduates at Western University*

### **VISION STATEMENT**

*Students have the power to change the world*

### **Position Summary**

Facilitate communication on behalf of the organization and develop a communications strategy that furthers the USC mandate and supports the political priorities of the Executive Body.

### **General Responsibilities**

- Oversee USC public relations strategies.
- Manage communications while assisting in and supporting the political implementation of the platforms and policies of the Executive Body.
- Serve as the President and Executive's public liaison with internal and external stakeholders, at the discretion of the President.
- Ensure open lines of communication with students and support Council in their efforts to garner opinion and feedback.
- Act as a direct support to the President in periods of crisis management.
- Manage ongoing or developing issues relevant to the President and Executive Body.
- Coordinate media relations internally (The Gazette) and externally (Local Media Sources).

### **Qualifications**

- *Project Management Skills:* Identifies project needs, develops plans, mobilizes resources, adapts to changing circumstances, sets priorities and manages time in order to meet deadlines. Detail-oriented with a strong sense of follow-through.
- *Communication Skills:* Strong written and verbal communication.
- *Team Facilitation:* provide consistent leadership and support to a project-based team.
- *Evaluative and Analytical:* Understands and appreciates the value of metrics.
- *Adaptable and Resilient:* Flexible and able to integrate last-minute adjustments.
- *Proactivity:* Anticipates, understands and strategizes around public relations needs instead of reacting to events and circumstances. Takes initiative to assist other areas in the USC with public education campaigns.
- *Exceptional Writing Skills:* Can write persuasively and employ rhetoric. Can use simple and succinct language to communicate complex ideas. Able to edit and paraphrase others' writing.
- *Systemic Thinking:* Thinks tactically and with foresight, identifying trends and priorities. Comfortable working in politically charged bureaucratic environments.
- *Research Skills:* Able to provide issue analysis and additional information as required to ensure best practices and up-to-date context.
- *Professionalism and Discretion:* Uses diplomacy and respect engaging with inquiries and concerns.
- Must be an undergraduate student at Western University.

### **Compensation**

The compensation for this position will be based on the 2020/2021 compensation structure. 2021/2022 salaries are subject to change based on approval of the budget. For a general guideline of pay structure, please see below for 2020/2021 rates. This position will receive an annual salary based on a standard work week of 35 hours from June 1st, 2021-May 20th, 2022. You will also be compensated 10 hours per week from March 22nd, 2021- April 30th, 2021 for a total of 60 hours. This amount will be paid out in 3 payments on the USC's bi-monthly payroll schedule and will be based on your annual salary. You will also be compensated from May 3rd, 2021- May 31st, 2021 based on your annual salary and a standard work week of 35 hours for the purposes of executive transition. In addition, upon successful submission of a final report you will receive a one time final report payment.



## USC VP Communications and Public Affairs

2020/2021 Payments:

April Shadowing/ Transition and Term based on an annual salary of \$42, 937

Final Report Submission: 1 week's salary based on the annual salary above.

**The University Students' Council of the University of Western Ontario is an equal opportunity employer. The USC is committed to providing accommodations to those with disabilities. If you require an accommodation, we will work with you to meet your needs.**

***Please Note:*** Only successful candidates will be contacted for an interview(s).

First round of interviews will be taking place February 16th-19th, 2021. The first interview will consist of several behaviourally and situationally based questions related to the position. You will also be required to provide your schedule of availability upon receipt of the first interview.

Next, candidates that are successful from the first round will be asked to complete an assignment on February 23rd, 2021. This assignment will test both general knowledge of the USC as well as the candidates communicational skills.

Candidates that are successful from the first round of interviews and assignment will be asked to attend the final round of interviews which will be taking place February 25th-March 5th, 2021. During this interview, candidates will be asked to present their portfolio that must demonstrate both a good understanding of the USC as well as initiatives for the year.

The Successful candidate will be selected by March 6<sup>th</sup>, 2021 and must be able to attend the AGM on March 7th, 2021.