OVERVIEW:
The USC is excited to be developing our capacity to ideate, manage, and execute campaigns. Campaigns are a key tool used by many organizations to communicate directly with their audiences in order to raise awareness about pressing issues and mobilize action to tackle them. The USC’s campaigns mechanism exists to highlight USC’s advocacy, programming, services, operations, peer programs, organizational values, and more. We are committed to telling authentic student stories and integrating student voices into our results-oriented initiatives.

The Campaigns Coordinator’s primary responsibility is to ideate, manage, and executive campaigns for the USC in an effort to bolster the organization’s guerilla communications efforts and provide integrated learning opportunities for students interested in the communications sector. The position will report to the Vice President Communications & Public Affairs, and receive assignments, deadlines, and support for the AVP Communications.

We are looking for dedicated students who are passionate about increasing awareness of pressing student issues (such as sustainability, mental health, affordability, etc.) and mobilizing action to address them, while building their personal portfolio. Previous experience with the USC is not required. Academic or professional experience in marketing, communications, or politics would be considered an asset.

DUTIES AND RESPONSIBILITIES:

- Complete 4-6 USC campaigns every month, on average.
- Attend weekly assignment meetings with the AVP Communications as requested to discuss upcoming projects and review progress on ongoing projects.
- Assist the AVP Communications in the planning, coordination, and execution of large-scale digital and physical communications campaigns that support all areas of the USC, including advocacy, programming, services, operations, peer programs, organizational values, and others.
● Lead the ideation, management, and executive of small scale campaigns related to student issues and days of significance (e.g., EnviroWeek, Homecoming, Lunar New Year, etc.).

● Submit campaign proposals to the AVP Communications for review and approval by the assigned deadline.

● Adhere to USC bylaws, policies and procedures.

● Complete a final report at the end of the winter academic term (April) in compliance with the USC’s Final Reports Procedure.

● Other duties as assigned by the Vice President Communications & Public Affairs.

QUALIFICATIONS:

● Previous experience with the USC is not required.

● Academic or professional experience in marketing, communications, or branding would be considered an asset.

● All Coordinators must be an undergraduate student as defined by Western University during the school year they are in the Coordinator role.

● A Coordinator cannot hold another USC paid position, USC Councillor position, or Director position on the USC Board of Directors.

KNOWLEDGE, SKILLS and ABILITIES:

● Project Management Skills: ability to identify project needs, develop plans, mobilize available resources, adapt to changing circumstances, set priorities, and manage time in order to effectively meet deadlines; detail-oriented with a strong sense of follow-through.

● Communication Skills: ability to employ strong written and verbal communication skills; actively listens to the issues of others in a manner that elicits cooperation and engagement.

● Adaptable and Resilient: ability to integrate input and perspectives from multiple stakeholders; flexible and able to accommodate or integrate last-minute adjustments while maintaining energy and commitment in the face of setbacks or change.

● Proactivity: ability to anticipate future projects and seek out information and resources needed to take initiative; reconfigures processes and patterns in light of changing needs or circumstance and anticipates needs in advance of adverse circumstances or criticism.

● Exceptional Writing Skills: ability to write persuasively and employ rhetoric, edit and paraphrase others’ writing for maximum impact, and use simple and succinct language to communicate
complex ideas; utilizes proper grammar and syntax at all times.

- Professionalism and Discretion: ability to act professionally at all times including while working with peers, supervisors, and external stakeholders; exercises appropriate discretion when privy to information that is not available in the public domain.

**TRAINING:**

- The Campus Campaigns Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and Public Affairs and the USC Human Resources Department.

- The Campus Campaigns Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.