University Students’ Council – Position Description

Position Title: USC Ambassador Team Coordinator
Supervisor: USC President
Remuneration: Honoraria $2500
Hours of Work: 5 hours per week average, 10-15 hours during peak time
Term: June 1st – April 30th

OVERVIEW:

The USC’s student engagement aims to promote USC programming, initiatives, and involvement opportunities to students through various marketing and promotions mechanisms. The USC Ambassador Team will initiate and execute campaigns that foster student engagement, garner student feedback, and generate awareness of the USC with students across campus.

DUTIES AND RESPONSIBILITIES:

● Assist the President, Vice President Student Support & Programming, and Vice President Communications & Public Affairs in brainstorming, planning, and executing USC student engagement initiatives
● Oversee the USC Ambassador Team and their activities, including the hiring, organization, and management of over 30 team members
● Work alongside the AVP Student Events and AVP Communications to ideate, develop, and execute guerilla marketing campaigns, such as student neighbourhood pop-ups, to increase awareness of the USC’s programs, services, and operations
● Attend regular meetings with the President, as requested, to discuss projects and workflow
● Attend weekly Student Engagement Committee meetings between the President, Student Support and Programming portfolio, and Communications and Public Affairs portfolio
● Support members of the Student Support and Programming Portfolio (Peer Programs, Peer Support, Programming) to ensure maximum exposure and outreach for all student events and initiatives
● Leveraging social and digital networks to increase organic promotion of the organization’s activities
● Adhere to USC bylaws, policies, and procedures
● Comprehension and belief of the USC’s Vision, Mission and Values as well as its’ Strategic Documents
● 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
QUALIFICATIONS:

- Previous experience planning and executing large-scale projects or events would be considered an asset
- Previous experience in marketing or brand management for corporate organizations would be considered an asset
- Knowledge and experience of digital marketing and social media promotion strategies would be considered an asset
- Experience managing or leading a team would be considered valuable
- A strong understanding of campus culture and student interests would be considered an asset
- All coordinators must be an undergraduate student as defined by Western University while 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
- Team Facilitation: ability to provide consistent leadership and support to a project-based team; motivates with purpose and leverages the diverse skills of a team to best complement their collective goals
- Activation: ability to create motion and momentum in others, motivate team members to turn ideas to actions, generate ideas that impact 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 circumstances and anticipates needs in advance of adverse circumstances or criticism

TRAINING:

- The USC Ambassador Team Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the President and the USC Human Resources Department.
- The USC Ambassador Team Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.