

## **USC Allyship Committee 2021-22**

### **Exec Position Descriptions**

The USC Allyship Committee encourages diversity and ensures that all students have the proper tools to respect and support each other's identities. In this role, you will coordinate training and programming for students and faculty who wish to practice allyship and learn more about what practicing allyship entails.

The USC is seeking undergraduate students in the 2021/22 term to act as executive members on the Committee. These roles include Director of Communications (x1), Director of Operations (x1), Director of Finance (x1), Marketing & Creative Design Co-Director (x2), Events Associate (x3), Research & Policy Associate (x2), Outreach & Advocacy Associate (x2), Social Media Associate (x1)

#### **Director of Communications**

*3-5 hours per week*

The Director of Communications is the head of the Communications portfolio, which includes outreach, advocacy, and social media activities. Their responsibilities include: managing all external affairs and facilitating external communication, providing guidance and support to their Associates, and working with USC Communications to establish an on-campus and online presence. Ideally, 6 months to one year (or more) of volunteer/work experience in a communication-related field is preferred for this position. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.

#### **Director of Operations**

*3-5 hours a week*

The Director of Events is the head of the Operations portfolio, which includes events, research, and policy activities. Their responsibilities include: conducting meetings with their portfolio as needed, communicating with the executive team about ongoing operations, providing support and guidance to their associates, and working closely with Marketing & Creative Design Co-Directors. The Operations portfolio will organize and execute one initiative/event a month on average. Ideally, one or more years of volunteer/work experience in an operations-related field is preferred for this position. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.

## **Director of Finance**

*3-5 hours a week*

The Finance Commissioner is head of the Finance portfolio. Their responsibilities include: managing the committee's budget, submitting applications for funding (e.g. grants and sponsorships), searching for cost-effective options and for programming, and assisting other portfolios as needed. Ideally, 6 months to one year (or more) of volunteer/work experience in a finance/business-related field is preferred for this position. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.

## **Marketing and Creative Director Co-Director**

*3-5 hours a week*

The Marketing & Creative Design Co-Directors are the head of the Marketing & Design portfolio. Their responsibilities include: creating professional graphics for promotional or educational needs, designing resources such as infographics, flyers, pamphlets, and other media as required, and generating innovative ways to expand the Allyship Network's audience reach. Ideally, 6 months to one year (or more) of volunteer/work experience with Canva, Adobe Photoshop, or any design-related tool of choice is preferred for this position. Please attach a graphic design portfolio of 3-5 examples of your work in the application. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.

## **Events Associate**

*3-5 hours a week*

The Events Associates will work in collaboration with the Operations portfolio. Their responsibilities include: creating engaging and innovative educational/social programming that will help expand the Allyship Network's audience reach, working closely with Director of Operations and Research & Policy Associates to develop accurate content for any online initiatives, ensuring that all areas of planning is complete for in-person events (including scheduling, booking, food/drink, and other resources), and arranging collaborations with other Western Peer Program groups and student associations. Ideally, strong organizational skills and initiative is preferred for this position. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.

## **Research and Policy Associate**

*3-5 hours a week*

The Research & Policy Associate will work in collaboration with the Operations portfolio. Their responsibilities include: identifying issues relevant to allyship including current events/topics/news, research existing data/resources and comparatively analyze other institutions' policies, provide any informational content the Operations portfolio may need, and propose policy recommendations that incorporate allyship into the fabric of Western's values. The Research & Policy Associates will work closely with the Director of Operations to ensure that all relevant training resources/event content is accurate and reflective of the Allyship Network's mission. Occasionally, Research & Policy Associates will work with the Coordinator to analyze needs assessments through student body data collection so that we can better understand what our students would like to see from the Allyship Network. Ideally, any school/volunteer/work experience in research is preferred for this position. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.

## **Outreach and Advocacy Associate**

*3-5 hours a week*

The Outreach & Advocacy Associates will work in collaboration with the Communication portfolio. Their responsibilities include: acting as a primary contact for collaborative events, liaising between other Western Peer Program groups or relevant clubs/organizations to assess needs of marginalized groups on campus, assisting the Marketing & Creative Design Co-Managers in promoting the Allyship Network to Western students, and managing any external affairs. Ideally, strong connections to clubs, councils, teams, or other Western/London-based organizations is preferred for this position. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.

## **Social Media Associate**

*3-5 hours a week*

The Social Media Associate will work in collaboration with the Communication portfolio. Their responsibilities include: managing the Allyship Network's Facebook and Instagram account, overseeing followings/mentions and replying promptly to comments when needed, and working closely with the Director of Communications and Marketing & Creative Design Co-Directors to create a more prominent online presence. It is up to the Associate to enlist new social media platforms for the Allyship Network to use, such as Tiktok. Ideally, adequate knowledge of social media properties (such as Business/Creator modes on Instagram or Facebook insights) is preferred for this position. All members of the executive team must be comfortable promoting the Allyship Network's events/initiatives on their social media platforms.