

USC EnviroWestern Committee 2021-22

Exec Position Descriptions

EnviroWestern is a proud portfolio of Western University's Student Council. We are responsible for creating student programming that promotes environmental awareness and sustainability on campus. From running student events to pursuing advocacy-related matters, the EnviroWestern team works hard to make Western University a greener place. We believe that passionate and motivated students can drive positive change and have a long-lasting impact in the community. EnviroWestern tackles many environmental issues throughout the school year including waste management, water conservation, and food sustainability. Whether you are interested in caring for gardens or writing policy papers, EnviroWestern has a place for you.

The USC is seeking undergraduate students in the 2021/22 term to act as executive members on the Committee. These roles include Project Team & Advocacy Leads, Directors of First Year Representatives, Photographer, Graphic Designer, Social Media Director, Gardening Executive, Marketing Director, Internal Affairs Executive, Green Campus Tours Executive.

Project Team & Advocacy Leads

3-5 hours per week

The Project Team & Advocacy Leads are each responsible for collaborating with one another and the greater EnviroWestern team to create initiatives such as student-facing events or policy papers. For each month, this programming will be centered around a different environmental theme; these include Water, Waste, Food, Renewable Energy, Reusability, etc. While the team will establish the monthly themes during the initial meetings, one set theme to be highlighted is "Environmentalism and Social Justice" for February. The executive will plan, organize, and execute events and initiatives centered around these themes to educate and involve the university community in environmental sustainability. They can also act as the connection between student ideas and school administration, working towards lasting changes to Western University. These executives will work together closely to help bring events and initiatives into fruition and will each take the lead on their individual projects. One of the Project Team & Advocacy Executives will serve as the Project Team & Advocacy Director, and be in charge of leading other Project Team & Advocacy Executives.

Directors of First Year Representatives

3-5 hours a week

EnviroWestern's Director of First-Year Representatives will be responsible for hiring, leading and managing a team of First-Year Representatives in promoting, scheduling, and facilitating events directed towards first-year students. This executive is responsible for the residence outreach and introducing students to EnviroWestern's mission and values. The First Year

Committee will also work alongside the Sustainability Office and residences to ensure effective waste diversion.

Photographer

3-5 hours a week

The Photographer is the member of the promotional team that will be responsible for attending and capturing shots of our events throughout the school year for promotional purposes. They can also pursue their own green projects and initiatives, such as organizing photo contests. Personal, full-time access to a high-quality camera is a requirement for this position. Please attach at least 3 relevant examples of past work that you have completed, or include a link to your portfolio in your proposal. Applicants who do not submit examples of previous work will not be considered.

Graphic Designer

3-5 hours a week

The Graphic Designer will spend the year working with the EnviroWestern team to create visual content for the marketing of upcoming events and initiatives. They will also work closely with the Social Media Director and Photographer to prepare the post for the social media accounts. It is expected that Graphic Designers have experience with software such as Adobe Photoshop or Illustrator. Please attach at least 3 relevant examples of past work that you have completed, or include a link to your portfolio in your proposal. Applicants who do not submit examples of previous work will not be considered.

Social Media Director

3-5 hours a week

The Social Media Director will be responsible for running of all EnviroWestern's social media channels, ensuring that all of our accounts are engaging and active. They will work closely with the Marketing Director to coordinate a schedule for promoting initiatives on social media, without interfering with other EnviroWestern social media content. Specific tasks include developing creative, on-brand written content to complement visual materials posted to social media channels; thus, this executive will also work with the Graphic Designers.

Gardening Executive

3-5 hours a week

The Gardening Executive will be primarily responsible for the care and growth of EnviroWestern's Food Gardens. This executive will work closely with Facilities Management to develop new innovative projects to increase green space on campus. The executive will also

have the opportunity to manage additional events and initiatives promoting gardening and sustainability to students.

Marketing Director

3-5 hours a week

The Marketing Director will be responsible in promoting the other executives' initiatives on social media. Additionally, they will manage conflicting promotional schedules to ensure that each initiative is properly promoted. They will work closely with the Social Media Directors to coordinate a schedule for promoting initiatives on social media, without interfering with other EnviroWestern social media content.

Internal Affairs Executive

3-5 hours a week

The Internal Affairs Executive will work closely with the EnviroWestern Coordinator to create meeting agendas, take meeting minutes, and schedule meetings. They will also assist with general outreach and communication with administration. Moreover, this executive will research different potential stakeholders at Western and in the London community and share their findings to the other Executives in order to foster stronger partnerships that lead to stronger initiatives.

Green Campus Tours Executive

3-5 hours a week

The Green Campus Tours Executive will be responsible for hiring, leading and managing a team of Green Campus Tour Guides. The executive will plan, execute, and manage all green campus tours of Western's LEED Certified buildings, gardens, bike shelters, and other sustainability features on campus. This member will work with Western's Sustainability Office and the London community to increase public awareness of and engagement in the Green Tours program.