

USC Ethnocultural Support Committee 2021-22

Exec Position Descriptions

Ethnocultural Support Services (ESS) is a USC-funded student advocacy team highlighting issues surrounding ethno-cultural equity, diversity, and inclusion. Our goal is to empower students through community enhancement, education and advocacy, as well as by celebrating the myriad of cultures being represented on Western's campus. Our team works tirelessly to ensure that the student community is safe, diversely represented, and cherishes Black, Indigenous & Students of Colour, along with all of their intersectionalities

The USC is seeking undergraduate students in the 2021/22 term to act as VPs on the Ethnocultural Support Services Committee. These roles include Marketing & Communications Executive, Advocacy Executive, Finance Executive, Community Outreach Executive, Graphics and Design Executive, Events Management Executive, and Internal Communications Executive.

Marketing & Communications Executive

3-5 hours per week

This individual must be well versed in social media marketing strategies and must be able to take initiative. This individual is responsible for coordinating and building Ethnocultural Support Services' active online presence and ensuring all our programming and campaigns are pushed to the forefront of the student conversation on campus. This individual will regularly post on social media (Facebook and Instagram) and take initiative to evaluate trends of engagement and develop newer strategies for more reach, promotion and digital interactions.

Advocacy Executive

3-5 hours a week

This individual must be a passionate, knowledgeable and driven student with the goal of effecting real change on Western's campus. This individual will be responsible for researching global and local issues that affect Western's BIPOC population and suggesting ways in which Ethnocultural Support Services can further the discussion, stand with those affected and enact change. This individual is also responsible for providing resources and data to support Ethnocultural Support Services' campaigns and ensuring all of ESS' programming is well-thought, reliable and relevant.

Finance Executive

3-5 hours a week

This individual must have a background in accounting and finance management. This individual is responsible for overseeing Ethnocultural Support Services' budgeted funds and advising the team on spending strategies and available monies. They will also be in charge of budgeting for all of Ethnocultural Support Services' programming and campaigns, contacting catering and other outsourcing services, acquiring estimates, ordering supplies and handling all goods and services which were paid for.

Community Outreach Executive

3-5 hours a week

The representative must have strong communication skills and be very sociable. This individual is responsible for ensuring that all of Ethnocultural Support Services' programming and activities are accessible by all Western students in every year group. By following student trends, news and stories, it is the responsibility of this person to share with ESS the most emerging and relevant discussions happening on campus which affect students of colour. This individual is also responsible for the upkeep of Ethnocultural Support Services' relationships with other student-led groups on campus for future collaborations, advice and partnerships and will also have the responsibility of communicating with external organizations in/around London if necessary. This role will work closely in partnership with the Marketing and Communications Executive.

Graphics and Design Executive

3-5 hours a week

This individual must be artistic with excellent management skills. This individual will be responsible for creating, managing and directing all graphic content for Ethnocultural Support Services, this includes: posters and other advertising material, social media images, photoshoots etc. High proficiency in Photoshop and Canva is preferred. Photography skills and a camera are an asset.

Events Management Executive

3-5 hours a week

This individual must be meticulous, organized and demonstrate strong leadership skills. This individual is responsible for creating, planning, and executing all in-person and online events for Ethnocultural Support Services. They will oversee all necessary courses of action for developing strong, efficacious events including amenities, bookings and food. They will also work closely

with campus stakeholders such as other USC clubs, and peer programs to create collaborative events.

Internal Communications Executive

3-5 hours a week

This individual must have excellent organizational and management skills and be able to take initiative. This individual is responsible for creating meeting agendas, taking meeting minutes, keeping up with deadlines, sending out reminders and keeping all other executives accountable. This individual will also closely monitor the teams' Google Drive, ensuring that each portfolio's documentation is up to standard. This individual will work closely with the Coordinator, to manage and 'check-in' with the team on a regular basis, to ensure we are meeting our year's goals.