

USC Health Promotions 2021-22

Exec Position Descriptions

The Health Promotions Committee educates and increases awareness about different dimensions of health and wellness. The team runs various events and initiatives encompassing seven aspects of wellness (physical, mental, social, environmental, academic, financial, and spiritual). Previous events have included the “Get Tested: Break the STIigma” campaign and Prosper: the Wellness Conference.

The USC is seeking three (3) undergraduate students in the 2021/22 term to act as VPs on the Health Promotions Committee. These roles include VP Communications, VP Design, and VP Events.

VP Communications

3-5 hours per week, increased hours closer to events

The VP Communications will be responsible for leading the communications committee to form strategies to increase student engagement. They will oversee the work of the digital strategist and the social media manager, acting as a liaison between their committee and the coordinator. They will be involved in updating and maintaining social media accounts (Instagram, Facebook, Twitter, etc.) and will draft marketing campaigns to inform the Western community of the USC Health Promotion’s initiatives.

VP Design

3-5 hours per week, increased hours closer to events

The VP Design will lead the creation of promotional graphics and videos for the USC Health Promotions’ social media platforms. They will coordinate the work of two graphic design artists and the videographer. The VP will also contribute to the creative vision of Health Promotions events (i.e., creating and decorating booths, branding for events, ideas for swag). Experience with at least one design software (Photoshop, Procreate, Illustrator, etc.) is required. Experience with video editing software is an asset.

VP Events

3-5 hours per week, increased hours closer to events

The VP Events will work closely with the coordinator to prepare, organize, and execute events that promote wellness in the Western community. They will lead the events committee, consisting of the internal outreach coordinator, external outreach coordinator, and logistics manager. The VP will also coordinate with various Western clubs and external organizations (i.e., Middlesex London Health Unit) to create events. These events will include small- and large-scale events and will occur in an online or in-person format.