

USC Public Arts Committee 2021-22

Exec Position Descriptions

The USC Public Arts Commission strives to provide and promote platforms for students in the Western community to express their spirit and values through various forms of art. We advocate for all things arts and ensure that the Western campus is a bustling place for students' creative talents to shine and flourish. We plan and execute some of Western's biggest artistic events such as Nuit Violette and Reverie Festival.

The USC is seeking undergraduate students in the 2021/22 term to act as executive members on the Committee. These roles include Assistant Coordinator, VP of External Events, VP of Internal Events, VP of Education, VP of Finance, and VP of Communications

Assistant Coordinator

3-5 hours per week

- Work alongside the Coordinator to ensure smooth and efficient management and operation of PAC responsibilities and activities, internally and externally
- Check in with VPs, ensuring all duties are being fulfilled for the present and future and standards are exceeded
- Keep meeting notes, files and other important paperwork organized
- Routinely align and reinforce the values and goals of PAC

VP of External Events

3-5 hours a week

- Responsible for planning and executing various events in the Public Arts Portfolio, including but not limited to Nuit Violette and Festival of the Arts.
Draft event plans prior to events to provide the Coordinator consisting of (but not limited to): layout, setup, the coordination of performances and speakers, budget, marketing plan, misc, etc...
- Assemble and connect with VP Communications to help establish and execute marketing plans that best integrate the objectives and intentions of the Public Arts Commission, whilst delivering on effectiveness
- Draft proposals for events and report to the Coordinator
- Collaborate with external committees and groups to plan and produce arts and cultural events on a larger scale.
- Communicate with the VP of Finance and Coordinator to appropriately budget each event to measure feasibility and limitations, as well as decide on ticket pricing

- Responsible for the communication and positive relation-building with external committees and groups
- Aim to promote the various different forms of art throughout campus"

VP of Internal Events

3-5 hours a week

- Responsible for planning and executing various events in the Public Arts Portfolio, including but not limited to Nuit Violette and Festival of the Arts.
- Draft event plans prior to events to provide the Coordinator consisting of (but not limited to): layout, setup, the coordination of performances and speakers, budget, marketing plan, misc, etc...
- Assemble and connect with VP Communications to help establish and execute marketing plans that best integrate the objectives and intentions of the Public Arts Commission, whilst delivering on effectiveness
- Draft proposals for events and report to the Coordinator
- Promote, highlight and plan events that enhance the outlook of the Public Arts Commission
- Work on a variety of smaller, low-cost projects intended to pace the rollout of art events throughout campus
- Communicate with the VP of Finance and Coordinator to appropriately budget each event to measure feasibility and limitations
- Work with the VP of Education to develop new workshops that can be implemented throughout campus
- Recruit talent for events
- Manage relations and collaborate with affiliated campuses such as Brescia, Huron, & Kings
- Focus on inspiring and engaging first-year students

VP of Education

3-5 hours a week

- Create and execute a series of artistic workshops run by PAC throughout the school year.
- Attend weekly/biweekly meetings with the Public Arts Coordinator, VP Events, VP Communications and VP Finance.
- Responsible for creating the year-long schedule of workshops/educational programming to bring arts opportunities to Western students.
- Innovate and develop impactful workshops with team members

VP of Finance

3-5 hours a week

- Monitor fiscal responsibilities of Council, and consult with the Coordinator;
- Oversee and provide guidance to the Events Portfolio
- Regularly review budgetary leniency and restrictions with VPs to ensure projects and plans are financially feasible
- Manage the given budget effectively, consistently keeping in touch with all VP's and Coordinator
- Responsible for connecting with internal and external organizations in order to receive quotes and other financial expenses that may be incurred for the execution of the event(s)
- Must have proficiency in Excel, Google Sheets and possess an above-average typing speed
- Keep track of invoices, receipts, payables/recieveables, etc..
- Understand the development of basic financial statements (balance sheet, income statement)

VP of Communications

3-5 hours a week

- Assist the Coordinator and all other members in their duties, those pertaining to communications.
- Be responsible for promoting the Commission and its activities to the student body.
- Be responsible for maintaining regular communication with all members of the Commission regarding promotion of events and activities.
- Develop marketing plans in conjunction with the VP of Internal and External Events, as well as the VP of Finance
- Implement techniques that ensure maximum advertisement reach
- Manage the social media accounts for PAC, as well as overseeing the creation, implementation and use of new promotional mediums
- Have experience with graphic design software (Photoshop, Illustrator, Canva, etc..)
- Ensuring all marketing campaigns and strategies seek to highlight the event, as well as the goals and values of the PAC