University Students' Council – Position Description

Position Title: **Associate Vice President, Community Engagement**
Supervisor: Vice President Communications & Public Affairs
Remuneration: $17/hour (5-10 hours per week)
Hours of Work: vary throughout the year
Term: June 1st – April 30th

OVERVIEW:

The USC Communications portfolio exists to manage the organization's communications, issues management, media relations, marketing, and branding initiatives, ensuring alignment with the USC's strategic plan and the political priorities of the Executive Body. The primary role of all student leaders in the portfolio is to promote, protect, and enhance the reputation of the USC and its people. The portfolio is responsible for ensuring that students know who we are and what we do.

The USC's communications portfolio completes two principal activities related to communications: the proactive practice of intentionally promoting our brand to build awareness, recognition, and trust with our students; and the reactive practice of responding to issues as they arise to minimize potential harm to the organization. It is our goal to spend the majority of our time communicating proactively through branding and marketing strategies that help students feel connected to the USC and understand the value we bring to Western's campus. Our most successful communications are planned, flexible, and deliver on intentional objectives.

The communications team employs a number of strategies to achieve our communications goals, including: campaigns, social media, student engagement initiatives, brand journalism, on and off campus media engagements, and digital and print initiatives and advertising. Given the major adjustment towards digital communications due to Covid-19, creative initiatives to communicate the USC are equally valuable to our current outputs.

As communications approaches adjust to meet the needs of our stakeholders, the USC's communications portfolio has influenced internal changes to the communications team including the addition of new full-time staff supports and additional student positions. This is an excellent time to join the USC's communications team if you enjoy working in fast-paced, creative, and dynamic environments,

Under the direction of the Vice-President Communications & Public Affairs (VP-CPA), the **AVP Community Engagement** will spearhead student engagement initiatives with a direct focus on bringing students closer to the USC. The USC offers incredible services, operations, initiatives, and programs that all students should know about so they engage with the USC in ways that best suit them. The focus of this position is to engage with the USC's internal leaders and create communications methods to inform the student body. This could be through daily podcast updates, a newsletter, or through social media initiatives with the support of the USC's Multimedia Coordinator.

DUTIES AND RESPONSIBILITIES:

- Attend regular communications portfolio meetings as requested, on average once per week, to discuss portfolio projects and workflow.

- Attend meetings and events on behalf of the VP-CPA upon request.

- Provide direct support and leadership to the Multimedia Coordinator who is responsible for producing content mediums for USC information.

- Assist the VP-CPA with training of the Multimedia Coordinator.

- Take minutes and contribute to weekly Student Engagement Committee meetings between the President, VP-Student Support and Programming, and Communications portfolios.

- Lead the development and publication of a regular communication to students that promote all the action areas of the USC in a succinct and regular format (such as a podcast, week at a glance campaign, newsletter).

- Support the VP-CPA with internal communications to gather information on programs and initiatives from the Executive, Operations, Council, and Coordinators and Associates.

- Coordinate campus-wide student council communications in collaboration with the VP Communications (or equivalent) from each faculty or affiliate council.

- Support the VP-CPA or relevant executive with the planning and execution of Open Executive Office Hours, or a similar program.

- Review and update regular publications that impact the USC's programming, including reviewing the descriptions of the USC's peer programs and services in USC's print and digital documents.

- Adhere to USC bylaws, policies and procedures.

- Complete a final report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedures.

- Complete other duties as set out by the Vice President Communications & Public Affairs.

QUALIFICATIONS:

- Previous experience planning and executing large-scale campaigns in any communication channel would be considered an asset.

- Previous experience in marketing or branding for political, non-profit, or corporate organizations would be considered an asset.

- Previous experience in producing newsletters, podcasts, or consistent communications campaigns would be considered an asset.

- All AVPs must be an undergraduate or professional student as defined by Western University during the school year they are in the AVP role.

- An AVP cannot hold another USC paid position, USC Councillor position, or Director position on the USC Board of Directors.

KNOWLEDGE, SKILLS and ABILITIES:

- Project Management Skills: ability to identify project needs, develop plans, mobilize available resources, adapt to changing circumstances, set priorities, and manage time in order to effectively meet deadlines; detail-oriented with a strong sense of follow-through.

- Communication Skills: ability to employ strong written and verbal communication skills; actively listens to the issues of others in a manner that elicits cooperation and engagement.

- Proactivity: ability to anticipate future projects and seek out information and resources needed to take initiative; reconfigures processes and patterns in light of changing needs or circumstances and anticipates needs in advance of adverse circumstances or criticism.

- Exceptional Writing Skills: ability to write persuasively and employ rhetoric, edit and paraphrase others' writing for maximum impact, and use simple and succinct language to communicate complex ideas; utilizes proper grammar and syntax at all times.

- Systemic Thinking: Ability to think systematically and with foresight, identifying trends and priorities with a high level of comfort working in politically charged bureaucratic environments; confidently implements small-scale decision making to realize large-scale goals.

- Creativity Skills: ability to think outside the box and approach campaigns, projects, and tasks with a unique angle and provide solutions to problems as they arise.

- Team Facilitation: ability to provide consistent leadership and support to a project-based team; motivates with purpose and leverages the diverse skills of a team to best complement their collective goals.

- Evaluative and Analytical: ability to understand and appreciate the value of metrics and data, using this information to inform future strategic decisions; learns from each experience and uses critical thought to make adjustments for future endeavors.

- Adaptable and Resilient: ability to integrate input and perspectives from multiple stakeholders; flexible and able to accommodate or integrate last-minute adjustments while maintaining energy and commitment in the face of setbacks or change.

- Professionalism and Discretion: ability to act professionally at all times including while working with peers, supervisors, and external stakeholders; exercises appropriate discretion when privy to information that is not available in the public domain.

TRAINING:

- The AVP Community Engagement will be required to attend all USC-mandated training sessions, as determined by the Vice President Communications & Public Affairs and the USC Human Resources Department.

- The AVP Community Engagement will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.