



University Students' Council – Position Description

Position Title:	Campaigns Coordinator
Supervisor:	Vice-President Communications & Public Affairs
Remuneration:	Honoraria \$3000
Hours of Work:	5 hours per week average, 10-15 hours during peak time
Term:	August 1 st – April 30 th

OVERVIEW:

The USC is excited to be developing our capacity to ideate, manage, and execute campaigns. Campaigns are a key tool used by many organizations to communicate directly with their audiences in order to raise awareness about pressing issues and mobilize action to tackle them. The USC's campaigns mechanism exists to highlight USC's advocacy, programming, services, operations, peer programs, organizational values, and more. We are committed to telling authentic student stories and integrating student voices into our results-oriented initiatives.

The Campaigns Coordinator's primary responsibility is to ideate, manage, and execute campaigns for the USC in an effort to bolster the organization's communications efforts and provide integrated learning opportunities for students interested in the communications sector. The position will report to the Vice President Communications & Public Affairs, and receive assignments, deadlines, and support from the AVP Communications.

We are looking for dedicated students who are passionate about increasing awareness of pressing student issues (such as sustainability, mental health, affordability, etc.) and mobilizing action to address them, while building their personal portfolio. Previous experience with the USC is not required. Academic or professional experience in marketing, communications, or politics would be considered an asset.

DUTIES AND RESPONSIBILITIES:

- Attend weekly assignment meetings with the AVP Communications as requested to discuss upcoming projects and review progress on ongoing projects.
- Execute on the campaigns as directed by the AVP Communications and VP-CPA. This includes drafting a campaign strategy and drafting a copy for creative direction and social media promotion.

- Assist the AVP Communications in the planning, coordination, and execution of large-scale digital and physical communications campaigns that support all areas of the USC, including advocacy, programming, services, operations, peer programs, organizational values, and others.
- Lead the ideation, management, and execution of small-scale campaigns related to student issues and days of significance (e.g., EnviroWeek, Homecoming, Lunar New Year, etc.).
- Collaborate with the Engagement Coordinator to amplify other USC small-scale campaigns.
- Submit campaign proposals to the AVP Communications for review and approval by the assigned deadline.
- When needed, support the campaigns of USC Coordinators, Associates, and Interns.
- Adhere to USC bylaws, policies and procedures.
- Complete an interim and final report in compliance with the USC's Final Reports Procedure.
- Other duties as assigned by the Vice President Communications & Public Affairs.

QUALIFICATIONS:

- Previous experience with the USC is not required.
- Previous experience in developing, executing, and/or planning campaigns would be considered an asset.
- Academic or professional experience in marketing, communications, or branding would be considered an asset.
- All Coordinators must be an undergraduate or professional student as defined by Western University during the school year they are in the Coordinator role.
- A Coordinator 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.
- **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.

- **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.
- **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.
- **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 Campaigns Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Communications and Public Affairs and the USC Human Resources Department.
- The Campaigns Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.