University Students’ Council – Position Description

Position Title: Multimedia 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 1st – April 30th

OVERVIEW:

The USC is excited to be developing our capacity to compile and share all the programs, initiatives and services with students. There are many ways the USC can connect students to the USC including newsletters, podcasts, video, campaigns, and social media. The Multimedia Coordinator will support the efforts of the AVP Community Engagement to synthesize and streamline the communications of USC events and programs.

The Multimedia Coordinator’s primary responsibility is to liaise with Coordinators, Associates, and Interns within the USC to gather information on upcoming projects, campaigns and events. The Multimedia Coordinator will work directly with the AVP Community Engagement to compile and report on the upcoming events through multimedia communications efforts such as a week at a glance or daily rundown. The Coordinator will also support the regular execution of the communications products alongside the VP-CPA.

We are looking for energetic students who are passionate about engaging with the USC’s advocacy initiatives, peer programs, events and operations and sharing this information in creative ways with the student body. The position will report to the Vice President Communications & Public Affairs, and receive assignments, deadlines, and support from the AVP Community Engagement. Previous experience with the USC is not required. Academic or professional experience in marketing, communications, or project management would be considered an asset.

DUTIES AND RESPONSIBILITIES:

- Attend weekly assignment meetings with the AVP Community Engagement as requested to discuss upcoming projects and review progress on ongoing projects.
- Execute on projects as directed by the AVP Community Engagement and VP-CPA.
- Assist the AVP Community Engagement in the planning, coordination, and stream-lining of communications programs that promote all areas of the USC, including advocacy, programming, services, operations, peer programs, organizational values, and others.
• Liaise with the USC’s internal leadership (particularly Coordinators and Associates) when requested to gather information on upcoming projects and campaigns and report on these updates to the AVP Community Engagement.
• Collaborate with the Campaigns Coordinator to execute small-scale campaigns.
• 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 project management would be considered an asset.
• Previous experience with multimedia projects, creating podcasts, newsletters, and/or regular communications initiatives 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 Multimedia 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 Multimedia Coordinator will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.