



USC VP Communications and Public Affairs

Purpose of the USC

To enhance the educational experience and quality of life for undergraduates at the University of Western Ontario.

Position Summary

Support the communications and media relations needs of the organization and develop a communications strategy that furthers the USC mandate and supports the political priorities of the Executive Body. Collaborate within the Communications Portfolio to ensure student content is created and disseminated through various sources. Engage the student community through feedback and social media channels.

Direct Reports (7)

AVPs - Communications

Coordinators - Campaigns, Community Engagement, Journalism (x2), Media Relations and Multimedia

General Responsibilities

- Supervise and lead a portfolio which consists of one AVP and six Coordinators
 - Coordinating and approving programming/campaign budgets
 - Day-to-day logistical support
 - Conflict management
 - Community outreach
 - Guide tasks and projects
 - General resource
- Manage the communications function of the organization while assisting in and supporting the implementation of the executive platforms through the roadmap.
- Serve as the President and Executive's public liaison with internal and external stakeholders, at the discretion of the President.
- Ensure open lines of communication with students.
- Support Council in their efforts to garner student opinions and feedback.
- Act as a direct support to the President in periods of crisis management.
- Manage ongoing or developing issues relevant to the President and Executive Body.
- Coordinate media relations internally (The Gazette) and externally (Local Media Sources).
- Work with the USC staff and student leaders on the Student Engagement Committee, to focus on ways to create further awareness of USC programs and services.



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- In collaboration with the USC Communications Manager, coordinate media releases and speaking points for USC Executive.

Qualifications

- *Project Management Skills:* Identifies project needs, develops plans, mobilizes resources, adapts to changing circumstances, sets priorities and manages time in order to meet deadlines. Detail-oriented with a strong sense of follow-through.
- *Communication Skills:* Strong written and verbal communication.
- *Team Facilitation:* provide consistent leadership and support to a project-based team.
- *Evaluative and Analytical:* Understands and appreciates the value of metrics.
- *Adaptable and Resilient:* Flexible and able to integrate last-minute adjustments.
- *Proactivity:* Anticipates, understands and strategizes around public relations needs instead of reacting to events and circumstances. Takes initiative to assist other areas in the USC with public education campaigns.
- *Exceptional Writing Skills:* Can write persuasively and employ rhetoric. Can use simple and succinct language to communicate complex ideas. Able to edit and paraphrase others' writing.
- *Systemic Thinking:* Thinks tactically and with foresight, identifying trends and priorities. Comfortable working in politically charged bureaucratic environments.
- *Research Skills:* Able to provide issue analysis and additional information as required to ensure best practices and up-to-date context.
- *Professionalism and Discretion:* Uses diplomacy and respect when engaging with inquiries and concerns.
- Must be an undergraduate student at Western University.

Interviews

The posting for this position will close on February 19th at 11:59pm.

First round of interviews will be taking place on March 20th or 21st, 2023. The first interview will consist of several behavioural and situational questions related to the position.

Candidates that are successful from the first round of interviews will be asked to attend the second (and final) round of interviews which will be taking place on March 23rd or 24th, 2023. For this interview, you will be provided with the



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President-Elect's platform and asked to create a short presentation on how you would support their initiatives.

The successful candidate will be selected by March 26th, 2023, with the shadow period beginning on Monday March 27th, 2023.

Compensation

The compensation for this position will be based on the 2022/2023 (F2023) compensation structure.

From March 27th through April 30th you will also be compensated at an hourly wage of \$24.71/hour, based on the F2023 annual salary, for 10 hours per week. This amount will be paid out in 2 payments on the USC's bi-monthly payroll schedule (on April 10th and 25th).

You will be compensated from May 1st to May 31st, 2023 based on the F2023 annual salary of \$44,976.80 and a standard work week of 35 hours for the purposes of executive transition.

2023/2024 (F2024) salaries are subject to change based on approval of the budget. Based on our budget submission, this position will receive an annual salary of \$46,325.28 based on a standard work week of 35 hours from June 1st, 2023-May 31st, 2024.

In addition, upon successful submission of a final report (due August 31, 2024) you will receive a one time final report payment of one week's salary based on the F2024 annual salary.

Please Note: Only successful candidates will be contacted for an interview(s).

The University Students' Council of the University of Western Ontario is an equal opportunity employer. The USC is committed to providing accommodations to those with disabilities. If you require an accommodation, we will work with you to meet your needs.



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