

Ethnocultural Support Services
2024-2024 Executive Portfolio Applications
Role Descriptions

Each Portfolio has a Vice President Position Open. VPs are expected to lead their portfolio with excellent leadership skills.

Please read the descriptions carefully & if you have any questions email Ayesha Atif – ESS Coordinator at ethnocultural@westernusc.ca or DM us on Instagram!

Assistant Coordinator

Positions Open: 1

Time required: Up to 9 hours weekly.

Applicants must have excellent leadership and administrative skills. Will oversee all internal communications. Applicants must be able to work under stressful scenarios.

- Work closely with the coordinator to overlook all teams and make decisions in the absence of the coordinator.
- Communicating with other executives regularly to ensure everyone is on the same page.
- Monitoring deadlines – sending out reminders for meetings and projects.
- Organizing and stargazing improvements for the entire portfolio.
- Ensuring all team-members feel respected and supported while fostering an inclusive environment.

Marketing and Communications Executive Portfolio

Positions Open: 3

Time required: Up to 7 hours weekly.

Applicants must be well-versed in using social media as an integral marketing and communications strategy. They will work closely with other executives to build ESS's online presence. Responsibilities include:

- Managing all social media accounts associated with ESS.
- Increasing ESS's social media presence and in-person engagement.
- Regularly posting advocacy campaigns, event promotions, and related content on social media.

- Ensuring Western students are informed and aware of all ESS developments and events.

Graphic Designers – Falls under the Marketing and Communications Portfolio

Positions Open: 3

Time required: Up to 6 hours weekly.

Applicants must be creative with artistic and management skills. Experience with graphic tools such as Canva, Photoshop, Procreate, etc. is required. Photography skills and access to a camera are an asset, but not required.

- Creating, managing, and directing all graphic content for ESS, including social media posts, posters, photoshoots, and other advertising materials.
- Ensuring all content is trendy, innovative and attracts Western students.
- Working closely with Marketing and Communications Executives on social media content to increase ESS's social media presence.
- In charge of taking pictures and videos of all ESS event and BTS happenings.

Advocacy Executive Portfolio

Positions Open: 5

Time required: Up to 7 hours weekly.

Applicants must be passionate, knowledgeable and driven in the pursuit of positive change regarding cultural awareness on the Western campus. Applicant's should be innovative to produce event ideas.

- Providing resources and content for ESS's social media campaigns. Minimum of 2 weekly.
- Researching global and local issues that affect Western's diverse student populations.
- Working closely with the Marketing portfolio to monitor ESS's content output to ensure they adhere to the highest standards of cultural accuracy, sensitivity, and appropriateness.
- Working with the Events Portfolio to create and execute educational events/workshops/talks in alignment with our objectives.
- Oversee and Provide guidance to the First-Year Representative.

Finance and Sponsorship Portfolio

Positions Open: 3

Time required: Up to 6 hours weekly.

Applicants must be meticulous, organized, and communicative. Knowledge of accounting and finance management and experience with related tools are preferred, but not required. Experience with creating sponsorship packages and recruiting sponsors is highly preferred.

- Overseeing ESS's entire budget and budgeting for all programming and campaigns.
- Advising the ESS team on spending strategies and available funds.
- Contacting catering and other outsourcing services, acquiring estimates, ordering supplies, and handling all goods and services which were paid for.
- Assessing the operational feasibility of programming and campaign ideas.
- Creating attractive sponsorship packages for potential sponsors.
- Finding sponsors for events.

Event Management Executive Portfolio

Positions Open: 4

Time required: Up to 7 hours weekly. Dependent on Event Calendar.

Applicants must be meticulous, organized, and demonstrate strong leadership skills. They will contribute to the creating, planning, and execution of in-person and online events for ESS. Excellent time management is required.

- Coming up with and implementing ideas for in-person campaigns and events that will engage the student community with ESS
- Working closely with campus stakeholders such as the USC, clubs and organizations, and peer programs to create collaborative events
- Informing the Coordinator about resources required for executing any event or workshop.
- Overseeing all necessary courses of action for developing strong and engaging events. This includes, but not limited to: creating an event proposal including; location, number of attendees, activities, refreshments, any finance required, guests and more)

- Collaborate with the Advocacy portfolio to execute events that best represent USC's ethnocultural objectives.

Community Outreach Executive Portfolio

Positions Open: 4

Time required: Up to 6 hours weekly.

Applicants must have strong communication skills and be comfortable reaching out to a diverse array of people. They will oversee upkeeping ESS's relationships with student-led groups and other organizations on campus, within London, etc.

- Developing and maintaining relationships with different cultural groups and organizations in the London community
- Reaching out to potential collaborators and speakers for ESS events.
- Collaborating with the Finance portfolio to find Sponsors for events.
- Following student trends, news, and stories to share with other executives on emerging and relevant discussions happening at Western that affect minority students.
- Work with ESS's First Year Representative to ensure First-Year's are aware of events and involved.
- Develop strategies to increase ESS's outreach.
- Required to lead workshops with the Advocacy portfolio.

First Year Representative

Positions Open: 2

Time required: Up to 5 hours weekly.

Applicants must be in their first year. Applications should be eager to learn from Portfolio VP's knowledge and experience. Applicants should also have strong communication and marketing skills to be comfortable with reaching out to First Years.

- Act as an ESS representative to first-year students.
- Work with the Marketing portfolio to reach the target audience on social media and in-real life.
- Collaborate with community outreach and advocacy to create educational resources.
- Must create strategies to increase First-Year involvement.

