



USC Early Outreach (REACH) Committee 2023-24

Executive Position Descriptions

Finance Directors [2 positions]

- Create and maintain a conference budget, manage reimbursements
- Seek and apply for grants within the London community, faculty councils, local funds, and from other community partners
- Create and present a finance presentation for the delegates (grade 7/8 students)
- Create and distribute sponsorship packages to secure sponsors for food, delegate packages, etc
- Plan all snacks and food for conference weekend

Leadership Development Directors [3 positions]

- Interview, select, train and manage a team of 55-65 Leadership Developers (Western students who volunteer at the conference)
- Supporting the Leadership Developers leading up to and throughout the conference weekend
- Monitor and direct daily actions of Leadership Developers and delegates during the conference

Programming Directors [3 positions]

- Organize engaging games and educational workshops for conference delegates
- Arrange guest speakers and professor presentations
- Organize day-to-day conference scheduling and secure equipment, rooms, and supplies to execute the conference agenda
- Collaborate with Fanshawe College to create a full day of programming at the London college campus

Conference Registrars [2 positions]

- Act as the primary liaison between schools, parents, and the conference
- Work closely with the local school boards
- Manage delegate sign-up, create delegate groups, and organize students into residence rooms
- Organize the move-in/out procedure during the conference
- Maintain accurate paperwork to track delegate participation while ensuring safety & accessibility is met

Administrative Assistant [1 position]

- Taking and distributing minutes of every meeting
- Organizing executive team socials & a meeting schedule

- Work closely with the Coordinator to support and check in with the team on a regular basis and ensure everyone is on track
- Coordinate with the USC survey intern to distribute surveys, using the report prepared by the intern to create an end-of-year summary
- Help keep track of and manage all personnel on conference weekend

Marketing Director [1 person]

- Plan and manage social media and promotion pages
- Promote collaborations with other teams on campus and in the London community
- Help create supporting materials for media initiatives
- Create and execute a fundraising initiative
- Coordinate with productions crew for web/tech on conference day, select music for conference weekend

Creative Directors [1/2 position(s)]

- **Required skills:** Canva proficiency and artistic vision
- Prepare Canva graphics for our social media accounts and other portfolios as needed
- Design and create a delegate handbook featuring important information, a conference schedule, helpful resources, etc
- Plan items to purchase for the delegate goodie bag
- Help incorporate the chosen theme throughout the conference by creating posters/props, organizing decorations

Photography & Videography Director [1 position]

- **Required skills:** Videography and photography (must have access to a DSLR)
- Brainstorm and create an executive introduction video for conference weekend, emphasizing the conference theme
- Work with the marketing director to create 1/2 outreach videos as needed
- Photograph and film the conference weekend, preparing a short video to be displayed as the capstone to the conference

If you have any questions, please email the Coordinator, Jashnoor Chhina at earlyoutreach@westernusc.ca!