

USC Health Promotions Descriptions and Proposal Questions for 2023-2024

Thank you for your interest in joining the USC Health Promotions Team! We are currently looking for change-oriented individuals who are passionate about improving the health and wellbeing of students at Western.

The Health Promotions Committee educates and increases awareness about the different dimensions of health and wellness. The team runs various events and initiatives encompassing seven aspects of wellness (physical, mental, social, environmental, academic, financial, and spiritual). Previous events and campaigns have included the “Get Tested: Break the STigma” campaign and Sexual Health Bingo.

Please note that no previous experience is required, only a commitment to and passion for student health advocacy is needed.

Successful candidates **should**:

1. Be able to commit **2-5 hours/week** for meetings, events, and planning.
2. Be able to **brainstorm, plan** and **organize** campaigns surrounding student health and wellness awareness throughout the academic year.
3. Be willing to respectfully approach a wide variety of issues and perspectives using an **intersectional lens**.
4. Play a **proactive** role in cultivating an equitable and inclusive team environment. We value open communication, efficiency, creativity, and passion.

However, we also understand academics come first for most applicants. We will work together to ensure you feel fully supported to excel in your role. We will work around school commitments and promise to uphold principles of fairness and accessibility. If you require an extension due to extenuating circumstances, please reach out to us by email.

Only qualified candidates will receive notification of an interview invite by email. Virtual interviews will begin to be held late September to early October.

Positions are listed below, with the number of available positions in parentheses. Please note that specific positions will require a portfolio for submission.

Applications are due Saturday, September 23rd, 2023, at 11:59pm EST.

For any further inquiries, please contact us:
Instagram **@ushealthpromotions**
Email: healthpromotions@westernusc.ca

(i) **Role Descriptions: pages 2-4**

(ii) **Proposal Questions: pages 4-5**

Committee Operations

Internal Affairs Director (1)

This individual must be able to take initiative, have strong organizational abilities, and work closely with the Coordinator. This person oversees writing meeting minutes, proactively tracking deadlines, sending reminders, holding other executives accountable, and motivating the team.

Outreach Coordinator (1)

This individual will create outreach plans, communicate with outside groups, partners, and organizations, and build connections with other student organizations. This person will collaborate closely with the Coordinator and Events Director to make sure that the appropriate parties are informed, involved, and consulted on the programming. Additionally, this person will oversee obtaining sponsorships for activities, campaigns, and projects.

Finance Director (1)

Working with the Coordinator, other portfolios, and community partners, this individual oversees managing the budget, ticketing, and expenses among the various events. Additionally, they will aid the Coordinator in submitting budget applications and advising the team on financial planning, including the requirement to gather estimates, place supply orders, and manage purchases of products and services. Although not necessary, having experience in accounting and financial management is strongly advised.

Photographer/Videographer (1)

This individual is responsible for running (video) cameras to produce media as necessary, either on location or in their own studio. As well, this individual is responsible for producing and editing content as necessary, for events and campaigns, for example. It is strongly advised that this individual possess their own equipment and has previous experience. ***As part of your application, please provide a portfolio of your prior photography and videography work in the proposal.***

Social Media and Marketing Committee

VP Marketing and Communications (1)

This individual must be creative, self-motivated, and knowledgeable about social media marketing techniques. This person will post frequently on social media (Instagram and TikTok) and take the initiative to assess engagement trends and create newer techniques for greater reach. This person oversees organizing, developing, and maintaining an active online presence and making sure that all our initiatives and programming are brought to the forefront of on-

campus student conversation. ***Option to include a portfolio of previous social media work is strongly encouraged.***

Social Media Managers (2)

The Social media managers will be responsible for maintaining Health Promotions' various social media platforms (Instagram, TikTok, etc.). These individuals will aid VP Comms to stay up to date on social media trends. They will work actively with other portfolios to develop TikToks and Instagram reels, create Instagram captions, regularly post on our social media platforms and other related tasks. ***Option to include a portfolio of previous social media work is strongly encouraged.***

Digital Strategist (1)

The Digital strategist will work closely with VP Comms to creatively develop marketing strategies and engagement on Health Promotions' socials. This individual will aid VP Comms to stay up to date on social media trends. They will be responsible for tracking analytics and devising plans to advance the team's reach in the community. ***Option to include a portfolio of previous social media work is strongly encouraged.***

Graphics and Design Portfolio

VP Graphics and Design (1)

The creative direction for campaigns, social media posts, and events will be established by this individual. For this position, one must be creative, familiar with social networking sites, skilled at graphic design, and knowledgeable about software including Canva or Photoshop. Additionally, this person will provide work to their interns, acting as a liaison between the Coordinator and other portfolios. ***As part of your application, please provide a portfolio of your prior graphic design work in the proposal.***

Graphic Design Interns (2)

For events, campaigns, and social media posts, these individuals will collaborate closely with VP Graphics and Design to create educational and appealing graphics. These people will also oversee producing materials like infographics, brochures, and pamphlets. Although not necessary, having a graphic design background is strongly advised. ***As part of your application, please provide a portfolio of your prior graphic design work in the proposal.***

Events Portfolio

VP Events (1)

Working with other organizations on campus or in the community, this individual will coordinate and develop imaginative, thorough, and varied educational and social programming. This individual is responsible for helping the Coordinator in the ideation, planning, and execution of

community events. Additionally, this individual will provide responsibilities to their interns, acting as a liaison between the Coordinator and the Events Portfolio.

Events Interns (4)

These individuals will collaborate closely with VP Internal Communications and VP Events to plan and carry out events as required, such as internal team socials, on-campus events, and other initiatives. These individuals will need to be effective at time-management, organization, and working well with others.

Research Portfolio

VP Research (1)

This individual will oversee identifying and investigating the needs of students in the Western community. This includes developing new projects, managing the research for social media postings and campaigns, and reviewing and analyzing survey results as necessary. Strong writing and editing abilities will be an asset. Additionally, this person will provide work to their interns, acting as a liaison between the Coordinator and the Research Portfolio. In addition to leadership, communication, and teamwork abilities, this position calls for knowledge of data analysis (particularly with survey data) and research methodologies. ***As part of your application, please provide a 1-2 page portfolio of your prior writing and/or research work in the proposal.***

Research & Writing Interns (2)

These individuals will develop and compose informational posts covering a wide range of topics, including health topics, religious events, cultural celebrations and more. They should be capable of conducting literature reviews, gathering information from various resources, and synthesizing them into clear, digestible posts for the Western community. Strong writing and communication skills are an asset. ***Option to include a portfolio of previous writing is strongly encouraged.***
