



## **USC VP Student Engagement**

### **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 student engagement, public affairs and public-facing media relations needs of the organization and develop a social media strategy that furthers the USC's mandate. Collaborate with, oversee and lead a strategy for engagement through the USC's social media to ensure student content is created and disseminated through various sources. Engage the student community through feedback, social media channels and programming.

### **Direct Reports (6)**

AVPs - Student Engagement (1)

Coordinators - Campaigns, Community & Collaboration, Brand Journalism (x2), Media Relations

### **General Responsibilities**

- Supervise and lead a portfolio which consists of one AVP and five Coordinators
  - Coordinating and approving programming/campaign budgets
  - Day-to-day logistical support
  - Conflict management
  - Community outreach
  - Guide tasks and projects
  - General resource
- Accountable for setting the USC's social media creative and strategic vision for engagement and collaboration.
- Ensure open lines of communication with students through community engagement initiatives, student feedback collection, and through the Student Engagement Committee.
- Lead and create Community Engagement initiatives (e.g. the State of the USC, the Correspondents Dinner, Radio Western at the Spoke etc.)
- 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.
- Responsible for telling the "USC's Story" through the USC Voice, proactive media, branding initiatives, and campaigns.
- Advise USC staff in periods of crisis management.
- Coordinate media relations internally (The Gazette), externally (Local Media Sources), and proactive media strategy with the support of USC staff.



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- Act as the main liaison with Western's Communications Department.

### 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 18th at 11:59pm.

First round of interviews will be taking place between February 26th and March 15th, 2024. 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 between March 16th and 31st, 2024. For this interview, you will be provided with the President-Elect's platform and asked to create a short presentation on how you would support their initiatives.



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The successful candidate will be selected by April 1st, 2024 with the shadow period beginning on Monday April 15, 2024.

### **Compensation**

The compensation for this position will be based on the 2023/2024 (F2024) compensation structure.

From April 15th to 30th, 2024 you will be compensated at an hourly wage of \$24.50/hour, for 10 hours per week.

You will be compensated from May 1st to May 31st, 2024 based on the F2024 annual salary of \$43,326 and a standard work week of 35 hours for the purposes of executive transition.

2024/2025 (F2025) salaries are subject to change based on approval of the budget. Based on our budget submission, this position will receive an annual salary of \$47,716 based on a standard work week of 35 hours from June 1st, 2024 through May 31st, 2025.

In addition, upon successful submission of a final report (due August 31, 2025) you will receive a one time final report payment of one week's salary based on the F2025 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.**