



## ***University Students' Council – Position Description***

<b>Position Title:</b>	<b>Brand Journalism Coordinator</b>
<b>Supervisor:</b>	Vice President Student Engagement
<b>Remuneration:</b>	\$18/hour
<b>Hours of Work:</b>	10 hours per week average
<b>Term:</b>	September 1 – April 30 <sup>th</sup>

### **OVERVIEW:**

The USC is excited to be developing our brand journalism function, *USC Voice*. Brand journalism is a tool used by many organizations to communicate directly with their audiences and share stories that would otherwise not likely be covered by media outlets. *USC Voice* exists to highlight USC programs, services, and operations, and help our students learn more about who we are, what we do, and why we exist.

The Brand Journalism Coordinator's primary responsibility is to author stories for *USC Voice*. The position will report to the Vice President Student Engagement, and receive assignments, deadlines, and support from the AVP Student Engagement.

We are looking for hardworking students who want to help us tell positive stories about the USC, while strengthening their writing and interview skills. Previous experience with the USC is not required.

### **DUTIES AND RESPONSIBILITIES:**

- Complete one USC brand journalism story every week, on average.
- Attend weekly assignment meetings with the AVP Student Engagement as requested to discuss upcoming stories and review progress on open stories.
- On occasion and when requested, pitch new brand journalism story ideas.
- Conduct required research and interviews to gain the necessary background information on assigned stories.
- Write and edit assigned stories, which are, on average, 500 to 800 words each.
- Submit edited stories to the AVP Student Engagement for review and publication by the assigned deadline.
- Adhere to USC bylaws, policies and procedures.
- Other duties as assigned by the Vice President Student Engagement.

## **QUALIFICATIONS:**

- Previous experience with the USC is not required.
- Experience in journalism, English, creative storytelling, and writing is preferred.
- All Coordinators must be an undergraduate or professional student as defined by Western University during the school year they are in the Coordinator role.
- A Coordinator cannot hold another USC paid position (USC Operation, AVP, Governance Leader, Intern) or USC Councillor, Purple Care Trustee, or Director position on the USC Board of Directors or the Appeals Board.

## **KNOWLEDGE, SKILLS and ABILITIES:**

- **Exceptional Writing and Editing Skills:** ability to independently write clearly, succinctly, and in a manner that appeals to the intended audience with the intended tone; utilize proper grammar and syntax at all times, consistent with journalistic standards and style guides; submitted stories should be completed at a level where minimal additional editing is required prior to publication.
- **Project Management Skills:** ability to identify project needs, develop plans, mobilize available resources, adapt to changing circumstances, and set priorities and manage time in order to effectively meet deadlines; detail-oriented with a strong sense of follow-through.
- **Research Skills:** ability to search for, locate, organize, and understand information relevant to completing the assigned brand journalism story, usually in the form of web research and interview.
- **Professionalism and Discretion:** ability to act professionally at all times, including while conducting research and interviews, working with peers and supervisors, and representing the USC; exercising appropriate discretion when privy to information that is not available in the public domain.
- **Adaptable and Resilient:** Ability to work under pressure and respond to changing demands and deadlines of the role where required.
- **Proactivity:** ability to recognize opportunities to proactively contribute to the USC's brand journalism function by pitching relevant story ideas, completing assigned stories in advance of deadlines, and thinking innovatively about other means to promote, protect, and enhance the reputation of the USC and its people.

## **TRAINING:**

- The Brand Journalism Coordinator will receive training by the AVP Student Engagement and the Vice President Student Engagement prior to, or at the beginning of their term, and will rely on their academic and professional experience in journalism to guide their work.
- The Brand Journalism Coordinator will be required to complete all USC-mandate training sessions/modules for Coordinators, as determined by the Vice President Student Engagement and the USC Human Resources Department.
- The Brand Journalism Coordinator will be expected to attend a mandatory EDI and Health and Safety training seminar conducted at the beginning of their term.