



University Students' Council – Position Description

Position Title:	Campaigns Coordinator
Supervisor:	Vice-President Student Engagement
Remuneration:	\$18/hour
Hours of Work:	10 hours per week average
Term:	September 1 – April 30 th

OVERVIEW:

The USC is excited to be developing our capacity to ideate, manage, and execute campaigns. Campaigns are a key tool used by many organizations to communicate directly with their audiences in order to raise awareness about pressing issues and mobilize action to tackle them. The USC's campaigns exist to highlight the USC through student voices and tell the USC Story.

The Campaigns Coordinator's primary responsibility is to ideate, manage, and execute campaigns for the USC in an effort to bolster the organization's communications efforts. 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 dedicated students who are passionate about increasing awareness of pressing student issues (such as sustainability, mental health, affordability, etc.) and mobilizing action to address them, while building their personal portfolio. Previous experience with the USC is not required. Academic or professional experience in marketing, communications, writing, or politics would be considered an asset.

DUTIES AND RESPONSIBILITIES:

- Attend weekly assignment meetings with the VP Student Engagement as requested to discuss upcoming projects and review progress on ongoing projects.
- Execute on the campaigns as directed by the VP Student Engagement and AVPSE. This includes drafting a campaign strategy and drafting a copy for creative direction and social media promotion.
- Assist the AVP Student Engagement in the planning, coordination, and execution of large-scale digital and physical communications campaigns that support all areas of the USC, including advocacy, programming, services, operations, peer programs, organizational values, and others.

- Lead the ideation, management, and execution of small-scale campaigns related to student issues
- Collaborate with the Student Engagement Portfolio to amplify other USC small-scale campaigns.
- Submit campaign proposals to the VP Student Engagement for review and approval by the assigned deadline.
- When needed, support the campaigns of USC Coordinators, Associates, and Interns.
- 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.
- Previous experience in developing, executing, and/or planning campaigns would be considered an asset.
- Academic or professional experience in marketing, communications, or branding would be considered an asset.
- 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:

- **Project Management Skills:** ability to identify project needs, develop plans, mobilize available resources, adapt to changing circumstances, set priorities, and manage time in order to effectively meet deadlines; detail-oriented with a strong sense of follow-through.
- **Communication Skills:** ability to employ strong written and verbal communication skills; actively listens to the issues of others in a manner that elicits cooperation and engagement.
- **Creativity Skills:** ability to think outside the box and approach campaigns, projects, and tasks with a unique angle and provide solutions to problems as they arise.
- **Adaptable and Resilient:** ability to integrate input and perspectives from multiple stakeholders; flexible and able to accommodate or integrate last-minute adjustments while maintaining energy and commitment in the face of setbacks or change.

- Proactivity: ability to anticipate future projects and seek out information and resources needed to take initiative; reconfigures processes and patterns in light of changing needs or circumstances and anticipates needs in advance of adverse circumstances or criticism.
- Exceptional Writing Skills: ability to write persuasively and employ rhetoric, edit and paraphrase others' writing for maximum impact, and use simple and succinct language to communicate complex ideas; utilizes proper grammar and syntax at all times.
- Professionalism and Discretion: ability to act professionally at all times including while working with peers, supervisors, and external stakeholders; exercises appropriate discretion when privy to information that is not available in the public domain.

TRAINING:

- The Campaigns Coordinator will be required to attend all USC-mandated training sessions for Coordinators, as determined by the Vice-President Student Engagement and the USC Human Resources Department.
- The Campaigns Coordinator will be expected to attend a mandatory EDI and Health and Safety training seminar conducted at the beginning of their term.