



University Students' Council – Position Description

Position Title:	Associate Vice President, Student Engagement
Supervisor:	Vice President Student Engagement
Remuneration:	\$18/hour
Hours of Work:	July 2 - Aug 31 (up to 200 hours) hybrid, flexible
Term:	Sept 1 - April 30 (10 hours per week)

OVERVIEW:

The USC Student Engagement portfolio exists to manage the organization's student engagement endeavors, branding initiatives, ensuring alignment with the USC's strategic plan and the priorities of the Executive Body. The portfolio is responsible for ensuring that students know who we are and what we do, and how we stay relevant.

The student engagement team employs a number of strategies to achieve our goals, including: campaigns, social media, student engagement initiatives, brand journalism, on and off campus media engagements.

Under the direction of the Vice-President Student Engagement, the **AVP** will support proactive engagement initiatives of the University Students' Council. The AVP will be primarily responsible for planning, coordinating, and executing campaigns and initiatives, coordinating engagement across the organization and associated student councils. The AVP will provide direct support to the Campaigns Coordinator, Community and Collaboration Coordinator, and Brand Journalism Coordinators.

DUTIES AND RESPONSIBILITIES:

- Attend regular student engagement portfolio meetings as requested, on average twice per week, to discuss portfolio projects and workflow.
- Attend meetings and events on behalf of the VP-SE upon request.
- **Student Engagement**
 - Plan, coordinate, and execute large-scale digital and physical communications campaigns that support all areas of the USC, including advocacy, programming, services, operations, peer programs, and others.
 - Provide direct support and leadership to the Campaigns Coordinator who will assist in ideating and executing on large- and small-scale campaigns.
 - Support the VP-SE with planning and execution of major events and initiatives (e.g., Summer Academic Orientation, Correspondents' Dinner, State of the USC, Fall Preview Day, March Break Open House, USC Elections, USC Hiring Fair, etc.)
 - Manage community relations and communications, including roundtable meetings, and uplifting USC portfolio material.

- Provide direct support and leadership to the Community Engagement Coordinator who will coordinate roundtable meetings with faculty VP communications, AVPs and Coordinators, and other student leaders.
- **Public Affairs**
 - Monitor the campus, local, provincial, and national political environment for issues that impact the USC and the post-secondary education sector and provide counsel to the VP-SE in the development and execution of the USC's political strategy.
 - Support the VP-SE with media relations by strategizing and planning engagement with on-campus and local media outlets and identifying opportunities for proactive media pitches that elevate the USC's brand.
 - Oversee *USC Voice*, the USC's brand journalism program:
 - Provide direct support and leadership to the Brand Journalism Coordinators who are responsible for writing most stories on *USC Voice*.
 - Review and edit all stories written by the Brand Journalism Coordinators for accuracy, readability, length, clarity, scope, and alignment with the USC's core values, brand, and political priorities.
 - Manage overall workflow of brand journalism stories, from identification, to assignment, to writing, to editing, to publication on the *USC Voice* website.
- Adhere to USC bylaws, policies and procedures.
- Complete other duties as set out by the Vice President Student Engagement.

QUALIFICATIONS:

- Previous experience planning and executing campaigns in any communication channel would be considered an asset.
- Previous experience in marketing or branding for political, non-profit, or corporate organizations would be considered an asset.
- Previous work experience or a personal interest in media relations would be considered an asset.
- All AVPs must be an undergraduate or professional student as defined by Western University during the school year they are in the AVP role.
- An AVP 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.
- Must be available to work July 2 - Aug 31 (up to 200 hours) hybrid, flexible
- Must be available to work 10 hours per week during the 2024/25 academic school year.

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.
- **Team Facilitation:** ability to provide consistent leadership and support to a project-based team; motivates with purpose and leverages the diverse skills of a team to best complement their collective goals.
- **Evaluative and Analytical:** ability to understand and appreciate the value of metrics and data, using this information to inform future strategic decisions; learns from each experience and uses critical thought to make adjustments for future endeavors.
- **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.
- **Systemic Thinking:** Ability to think systematically and with foresight, identifying trends and priorities with a high level of comfort working in politically charged bureaucratic environments; confidently implements small-scale decision making to realize large-scale goals.
- **Research Skills:** Ability to provide issue analysis and additional information as required to ensure communications strategy is relevant and sensible; identifies relevant information and subsequent implications from high volumes of information.
- **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 AVP Student Engagement will be required to attend all USC-mandated training sessions, as determined by the Vice President Student Engagement and the USC Human Resources Department.
- The AVP Student Engagement will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.