

JOB DESCRIPTION

RESEARCH & COMMUNICATIONS MANAGER – UVSS BOARD OF DIRECTORS UNIVERSITY OF VICTORIA STUDENTS' SOCIETY

FUNCTION:

1. The Research and Communications Manager provides administrative support and strategic marketing and communications advice to the UVSS Board of Directors (the Board), including projects, campaigns, services, and strategic plan goals and initiatives.

ORGANIZATIONAL RELATIONSHIPS:

1. Reports to the Board through the Executive Director.
2. Oversees the Member Outreach & Communications Officer, Food Bank & Free Store Officer, & UVic Work Study positions within the Board of Directors & Communications Offices and Food Bank & Free Store.

ORGANIZATIONAL BACKGROUND:

1. Founded in 1964, the University of Victoria Students' Society (UVSS) is an incorporated membership based non-profit that is autonomous from the University and provides advocacy, services and events to all undergraduate students at UVic.

DUTIES:

Administration

1. Provides administrative support and strategic advice to the Board on campaigns, services, events, and projects (including but not limited to advocacy, subsidiary, and affiliate groups).
2. Provides training and mentorship to the Board.
3. Provides expert advice and consultative feedback regarding effective communications methods at board, committee and working group meetings.
4. May advise the Board on issues of strategic importance affecting the Society
5. Provides administrative support for board, committee, and general meetings of the Society.
6. Provides support and advice to the Lead Directors in preparing annual committee budgets and monitoring expenditures.
7. Coordinates all aspects of the annual Board orientation and Lead Director orientation, in collaboration with the Executive Director and General Manager.
8. Works closely in partnership with the Executive Director and General Manager to ensure stable, productive board terms and to ensure smooth transitions between board terms.
9. Assists the Executive Director in strategic planning, as needed.

Advocacy & Campaigns

10. Provides advice and support in the development of high-quality, creative, planned and measurable campaigns on the issues of post-secondary education, affordable housing, public transit, campus sustainability, and sexualized violence.
11. Provides advice and support on strategic communications and campaigns to student federations, alliances, or coalitions of which the UVSS is a member, as needed.
12. Conducts and compiles research on the issues of post-secondary education, affordable housing, public transit, campus sustainability, sexualized violence and other issues of major concern to students.
13. Develops lobbying strategies for the Board to address student issues with the University of Victoria and all levels of government, in collaboration with the Executive Director.
14. Liaises with student representatives on university and government committees.
15. Attends meetings of post-secondary focused student federations, alliances or coalitions of which the UVSS is a member, including the coordination of delegate preparation, travel arrangements, and accommodation. Attends other external meetings when directed.

Communications

16. Manages marketing and communications for the Board, including print, web, and social media, in collaboration with the Executive Director.
17. Provides guidance and expertise to the organization in communication planning, issues management, and social media.
18. Drives a proactive internal and external communications approach that ensures the Society is transparent and accountable to members.
19. Liaises with the Graphic Design Department to determine project guidelines and requirements, negotiate timelines, and establish production terms.
20. Ensures that the Society has high quality media relations, in collaboration with the Executive Director.
21. Coordinates interviews with official spokespeople and prepares them with communications talking points in advance of interviews and other speaking engagements.
22. Ensures consistency in media messaging.
23. Develops relationships and liaises with media contacts to strengthen the public image and profile of the Society.
24. Actively monitors news media, social media, and other media/communication channels to identify emerging issues, monitor existing issues, and develop recommendations regarding appropriate communication.
25. Drafts and edits news releases, briefing notes, speeches, web content, brochures, backgrounders, presentations and other written communication materials.
26. Coordinates the production of Board publications and informational materials such as the Annual Report.
27. Proposes strategies and practices to enhance member engagement and enhance members' understanding of the important role of the Students' Society.

Marketing

28. In collaboration with the Art Director-Graphic Design Department Manager, provides advice and support on development of integrated marketing & communication plans for the Board and Business Units.
29. Develops and implements high quality internal and external marketing and communications initiatives and programs that align with the Society's mission, goals, values, and strategic plan, in collaboration with the Art Director-Graphic Design Department Manager.
30. Develops tools and methods for evaluating the success of these initiatives and programs, monitors impact and makes recommendations for changes.
31. Researches and compiles marketing and communications resources from a broad spectrum of sources to assist directors and staff in the development of strategic communication plans, activities and materials.
32. Keeps up to date with trends in branding, marketing, advertising, digital communications technology and media, and related communications industries.

Governance

33. Provides advice on interpretation and application of the Society's constitution, bylaws and policies; Robert's Rules of Order; University Act; Society Act; University of Victoria's regulations; and other legislation affecting the Society.
34. Proactively identifies areas of improvement for the Society's policies and bylaws and proposes policy and bylaw amendments to Policy Development Committee, in collaboration with the Director of Outreach & University Relations. Assists the Executive Director in developing operational, financial, and human resource management policy, as needed.
35. Serves as the Society's official record keeper, including organizing and preserving the Board's digital and print archives and historical materials.
36. Produces Board meeting agendas, attends Board meetings, takes minutes, and ensures minutes are prepared and distributed in a timely manner.
37. Files the annual report, changes in directors, and special resolutions with BC Registry Services, and liaises with other government and University agencies as needed on behalf of the Board.
38. Assists the Electoral Committee and Executive Director in providing logistical support to the Elections Office.

Management & Supervision

39. Trains, schedules, and supervises the Member Outreach & Communications Officer, Food Bank & Free Store Officer, and UVic Work Study positions within the Board of Directors & Communications Offices and Food Bank & Free Store.
40. Advises the Executive Director on staffing of communications staff and Food Bank Free Store staff.
41. Manages the day-to-day operations of the communications office, develops work plans, and ensures that all assigned projects and initiatives undertaken by communications staff are effectively completed.
42. Assists the Executive Director in development of the annual operating budget for the communications office.
43. Responsible for the operations and security of the Board of Directors & Communications Offices, including serving as the primary contact for visitors.
44. Ensures that the Board work environment and the Board of Directors & Communications Offices are safer spaces, in collaboration with the Executive Director and General Manager.
45. Other related duties as assigned by the Executive Director.

QUALIFICATIONS:

Required:

1. Degree or diploma in communications, or an equivalent combination of education, training and experience.
2. Minimum three years working experience in communications.
3. Minimum two (2) years' experience in budgeting and financial management.
4. Minimum two (2) years' experience in staff supervision.
5. Demonstrated knowledge of and experience of the concepts, practices and techniques of non-profit communications, public and media relations and campaign organizing.
6. Demonstrated knowledge of the principles, practices and techniques of communications planning, development, implementation and monitoring.
7. Demonstrated research skills.
8. Demonstrated experience with Microsoft Office, Google software applications, website content management systems, email marketing applications, and other related software and applications.
9. Demonstrated strong project management and organizational skills – able to use resourceful thinking to juggle multiple technically complex and challenging projects with conflicting deadlines in a fast-paced environment.
10. Demonstrated experience with collaborative group decision-making frameworks.
11. Demonstrated ability to collaborate with graphic artists, website designers and video producers.
12. Demonstrated understanding of the purposes and functions of a university students' society, university political processes, and government decision-making structures.
13. Demonstrated understanding of post-secondary education and public transit issues.
14. Demonstrated respect for various abilities, genders, sexualities and socioeconomic realities.
15. Demonstrated experience with Robert's Rules of Order, organizing and facilitating meetings, taking and producing minutes.
16. Demonstrated knowledge of constitutions, bylaws, policies and electoral procedures.
17. Demonstrated ability to understand and provide advice in a complex political environment.
18. Demonstrated experience with confidential information.
19. Excellent written, presentation and oral communication skills.
20. Demonstrated ability to work independently with little supervision.
21. Available to work 35 hours per week within standard business hours including availability for some evening and weekend work, and ability to travel for work on occasion.

Preferred:

22. Understanding of sustainability, affordable housing and sexualized violence issues.
23. Experience with anti-oppressive and inclusive organizing practices.

This is a permanent job filled by a full-time employee, and is a unionized position with the United Steelworkers. The University of Victoria Students' Society is an equal opportunity employer.