

## **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 Administration and Services Manager.
2. Oversees the Member Outreach & Communications, Food Bank & Free Store and Peer Support Centre Officers and relevant UVic Work Study positions.

#### **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:**

##### **Communications and Marketing**

1. Manages marketing and communications for the Board, including print, web, and social media, in collaboration with the Art Director.
2. Provides guidance and expertise to the organization in communication planning, issues management, media relations, and social media.
3. Drives a proactive internal and external communications approach that ensures the Society is transparent and accountable to members.
4. Liaises with the Graphic Design Department to determine project guidelines and requirements.
5. Coordinates interviews with official spokespeople and prepares them with communications talking points.
6. Actively monitors news media, social media, and other media/communication channels to identify emerging issues, monitor existing issues, and develop recommendations.
7. Drafts and edits news releases, briefing notes, speeches, web content, brochures, backgrounders, presentations and other written communication materials, including the Annual Report.
8. Proposes strategies and practices to enhance member engagement and members' understanding of the important role of the Students' Society.
9. Provides advice and support on the development of integrated marketing and Board communication plans, in collaboration with the Art Director.

10. Develops, implements, and evaluates 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.
11. Keeps up to date with trends in branding, marketing, advertising, digital communications technology and media, and related communications industries.

### **Advocacy and Campaigns**

12. Coordinates high-quality, creative, planned and measurable campaigns on the issues of post-secondary education, affordable housing, public transit, sustainability, safer substance use, sexualized violence, and other student issues.
13. Develops lobbying strategies for the Board to address student issues with the University of Victoria and all levels of government.

### **Strategic Support**

14. Provides administrative support and strategic advice to the Board on campaigns, services, events, and projects (including but not limited to advocacy, subsidiary, and affiliated groups).
15. Provides training, mentorship, and administrative support at Board, committee, and general meetings.
16. Provides expert advice and consultative feedback regarding effective communications methods at Board, committee and working group meetings.
17. Provides support and advice to the Lead Directors in preparing annual committee budgets and monitoring expenditures.
18. Coordinates all aspects of the annual Board and Lead Director orientations, in collaboration with Excluded Managers.

### **Governance**

19. Provides advice on the interpretation and application of the Society's constitution, bylaws and policies; Robert's Rules of Order; University Act; Societies Act; University of Victoria's regulations; and other legislation affecting the Society.
20. 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.
21. Assists Excluded Managers in developing operational, financial, and human resource management policy, as needed.
22. Serves as the Society's official record keeper, including organizing and preserving the Board's archives.
23. Attends Board meetings, produces agendas and minutes, and ensures they're prepared and distributed in a timely manner.

24. 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.
25. Provides logistical support to the Electoral Office, in collaboration with the Electoral Committee and Administration and Services Manager.

### **Management and Supervision**

26. Trains, schedules, and supervises the Member Outreach & Communications, Food Bank & Free Store, and Peer Support Centre Officers and relevant UVic Work Study positions.
27. Supports relevant staff and volunteers in navigating conflict and difficult client interactions, consulting with the Administration and Services Manager as needed.
28. 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.
29. Assists the Administration and Services Manager in the development of the annual operating budget for the Communications office.
30. Responsible for the operations and security of the Board of Directors & Communications Offices.
31. Ensures that the Board work environment and the Board of Directors & Communications Offices are safer spaces, in collaboration with Excluded Managers.
32. Other related duties as assigned by the Administration and Services Manager.

### **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 years' experience in budgeting and financial management.
4. Minimum two years' experience in staff supervision.
5. Demonstrated knowledge of and experience with the concepts, practices and techniques of communications, public and media relations and campaign organizing.
6. Demonstrated research and policy-development skills.
7. Demonstrated experience with Microsoft Office, Google software applications, website content management systems, email marketing applications, and other related software and applications.
8. Demonstrated strong project management, organizational skills, and ability to use resourceful thinking to juggle multiple technically complex and challenging projects with conflicting deadlines in a fast-paced environment.
9. Demonstrated experience with collaborative group decision-making frameworks and anti-oppressive and inclusive organizing practices.

10. Demonstrated respect for various abilities, genders, sexualities and socioeconomic realities.
11. Demonstrated ability to understand and provide advice in a complex political environment.
12. Demonstrated experience maintaining confidential information.
13. Excellent written, presentation and oral communication skills.
14. Demonstrated ability to work independently with little supervision.
15. 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:**

1. Demonstrated understanding of the purposes and functions of a university students' society, university political processes, and government decision-making structures.
2. Demonstrated understanding of post-secondary education, public transit, safer substance use, mental health, sustainability, affordable housing and/or sexualized violence issues.
3. Demonstrated ability to collaborate with graphic artists, website designers and/or video producers.
4. Demonstrated knowledge of constitutions, bylaws, policies and electoral procedures.
5. Demonstrated experience with Robert's Rules of Order, organizing and facilitating meetings, and taking and producing minutes.

**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.**