

JOB DESCRIPTION

AVP OUTREACH COORDINATOR – ANTI-VIOLENCE PROJECT

UNIVERSITY OF VICTORIA STUDENTS' SOCIETY

FUNCTION:

1. Coordinate Anti-Violence Project's (AVP) community relations, campaigns, and outreach.

ORGANIZATIONAL RELATIONSHIP:

1. Reports and is responsible to the AVP Collective and the Executive Director.
2. Ex officio, non-voting member of the AVP Collective.

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.
2. AVP is a UVSS affiliated group. Founded in 1993, AVP provides support, education, information and advocacy services to survivors and perpetrators of sexualized and gender-based violence, primarily to UVic students, but also to communities as needed.
3. AVP employs a non-hierarchical staffing model. Coordinators both work collaboratively and share core duties, and complete their own role-specific duties. Coordinators are responsible to each other but report to the AVP Collective and UVSS Executive Director

ROLE-SPECIFIC DUTIES:

1. Proactively identify online and in-person outreach opportunities, prepare outreach materials, and represent AVP at on-campus and community events (e.g., UVic new student welcome).
2. Provide supervision, structure, resources, guidance, feedback, training and support for outreach volunteers.
3. Coordinate outreach campaigns and events to support students at UVic, including the use of creative strategies and practices that enhance student engagement with and understanding of AVP.
4. Attend the Let's Get Consensual campaign planning committee and provide outreach suggestions.
5. Develop and manage communications and promotions for AVP, including print, web, and social media, in consultation with the Collective and other Coordinators. This includes, but isn't limited to:
 - a. Promote AVP educational programming, events, and services.
 - b. Respond to social media comments, messages, and requests, or provide direct referrals to other Coordinators as appropriate.
 - c. Regularly review communications strategies and online engagement metrics.
 - d. Work with the UVSS Graphics department to design, create and distribute communications and promotional materials (e.g. posters, social media posts, swag, brochures, etc.).
 - e. Organize regular check-ins with the other Coordinators to plan and develop promotional content.
 - f. Respond to media requests and act as a spokesperson for AVP.
 - g. Maintain the AVP email list and distribute regular newsletters.
6. Maintain and regularly update the AVP website, and liaise with web design contractors.
7. Identify budgetary requirements for all new and existing outreach programs and provide that information to the Support Coordinator.
8. Drive a proactive communications approach that ensures AVP is transparent and accountable to undergraduate and graduate students, consulting with the Community Coordinator as needed.

DUTIES SHARED WITH OTHER COORDINATORS:

1. Provide coverage and support for other AVP staff including providing critical feedback (in accordance with AVP's values and Coordinators' own perspectives) and collaboration where appropriate.
2. Provide support, information and referrals to individuals affected by gender based and sexualized violence, as needed.
3. Participate in the strategic development of AVP services, programs, and projects, in consultation with the AVP Collective.
4. Attend staff, volunteer, and committee meetings, and other meetings as needed.
5. Attend Collective meetings on a rotating basis, or when discussion items warrant specific expertise.
6. Assist in AVP volunteer recruitment, interviewing, screening, orientation, training, and appropriate placement within AVP departments.
7. Supervise the Volunteer and Outreach Officer on a rotating basis.
8. Participate in AVP hiring processes including recruitment, interviewing, screening, orientation, and training of new AVP staff.
9. Ensure all activities and work performed are carried out in a manner consistent with the values of AVP, including building and maintaining accessible safer spaces.
10. Review and maintain the AVP organizational guidelines and ensure that AVP staff and volunteers understand and enact them
11. Take turns facilitating and taking notes at AVP staff meetings.
12. Other related duties as required by the AVP Collective or Executive Director.

QUALIFICATIONS:

Required

1. Demonstrated experience working within intersectional and anti-oppressive frameworks, including, but not limited to: social justice, decolonization, disability, race, gender and sexual diversity, sexual health, and sexualized and gender-based violence.
2. Two years' experience working with/in social justice organizations and/or sexual assault centres.
3. Two years' demonstrated experience leading outreach, including, but not limited to: relationship-building, promotions, and event planning to diverse audiences or stakeholders using a variety of tactics.
4. One year's demonstrated experience creating and implementing communications plans (e.g., identifying outreach opportunities, planning campaign roll outs, promoting events, etc.).
5. One year's demonstrated experience in training, coordination and supervision of volunteers and/or staff.
6. Experience communicating with audiences using a variety of tactics and media (e.g. video, text, and online).
7. Demonstrated experience with basic website maintenance/editing and content development (e.g., creating website and blog content, using WordPress, etc.).
8. Demonstrated experience managing and growing social media accounts for a campaign or organization (e.g., using Facebook, Instagram, and Twitter).
9. Demonstrated experience with basic graphic design and promotional materials content-creation (e.g., making posters and social media graphics, using Canva, etc.).
10. Demonstrated experience working with paid and volunteer staff using collaborative group decision-making frameworks and anti-oppressive and inclusive organizing practices.
11. Demonstrated ability to independently initiate and complete tasks and long-term capacity building.

Preferred

1. Demonstrated experience supporting survivors of sexualized and gender-based violence.

2. Demonstrated ability to produce trauma-informed print and digital content.
3. Demonstrated experience with public speaking, media relations, and delivering presentations.

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

This position is restricted to self-identified women, gender non-conforming, and non-binary applicants only. In support of employment equity and in order to increase our relevancy and diversity of skills, knowledge and experience, AVP strongly encourages self-identified people of colour, people with disabilities, Black, Indigenous, queer, and transgender people to apply. Preference will be given to qualified applicants who self-identify as being from marginalized communities and groups who face systemic barriers to employment. Applicants who wish to do so may self-identify in their cover letter.