

Title: Vice President Communications

Purpose:

The Vice President of Communications is responsible for, and not limited to, the MSVUSU communications, marketing & public relations, which includes developing and strategizing student communications, digital communications, social media management, media & university relations and upkeep of governing documents. Additionally, they play a vital role in fostering internal relations, enhancing employee engagement, and facilitating the society ratification process within the Students' Union.

Job Classification:

Executive

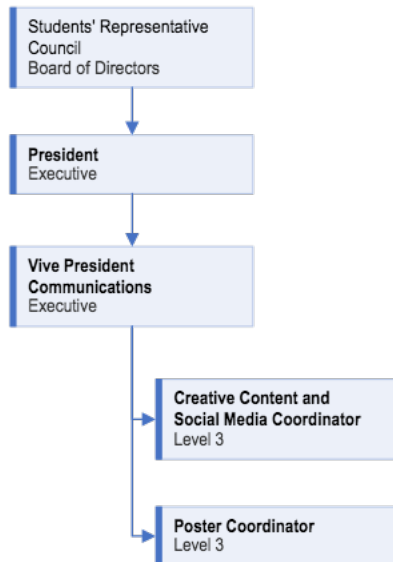
Compensation:

This position is compensated with hourly wages at the Nova Scotia Minimum wage plus 24%.

This position is part-time, with a maximum of 25 hours per week. Reading weeks, winter break, and non-statutory holidays are all unpaid time off unless otherwise stated in the employee handbook.

Reporting and Supervision:

This position reports to the president and supervises the Creative Content and Social Media Coordinator, and Poster Coordinator.



Duties and Responsibilities:

Essential Duties

Student Communication: Effective communication of Union policies and updates is essential, and the VP of Communications is responsible for this task. They communicate any changes in Union policy to the student body, ensuring transparency and clarity. Additionally, they prepare press releases and manage on-campus bulletin boards, disseminating information effectively throughout the campus community. Moreover, VP of Communications plays a pivotal role in managing the Union's digital presence. They are responsible for overseeing and managing the Union's website, ensuring its continued development and the timely updating of information on a weekly basis.

Internal Communication: The VP Communications takes the lead in fostering engagement within the internal team, which encompasses the Student Representative Council (SRC), employees, and volunteers. This involves various tasks such as updating and informing the Student Representative Council about the progress and developments of the Executive Committee. Additionally, they generate communication ideas, such as highlighting employees on social media features or writing profiles for the volunteer of the month, to enhance cohesion and morale within the organization.

Publication, media production and advertising: Vice President of Communication oversees the publication of the annual student notebook/handbook, along with creating captivating graphic designs for posters, handouts, flyers, and other promotional materials (images, videos, podcasts, screen advertisement, ect.) for events such as SU's Orientation events, Elections, Awards Night, etc.

Newsletter: One of the VP of Communications' primary duties is the production and distribution of the bi-weekly newsletter to the Mount community. This involves writing, drafting, and publishing engaging content that keeps students informed about Union activities, events, and relevant news.

University Relations: The VP of Communications is tasked with maintaining regular communication with the University Relations Team, convening monthly meetings to discuss concerns, explore collaborative opportunities, and seek mentorship. Also, establishing a working relationship with all University stakeholders, including but not limited to administration, faculty, staff, and Board is another responsibility of VP Communications.

Media Relations: VP Communications is responsible for both nurturing existing relationships and forging new connections with media outlets. This includes tasks such as drafting and disseminating press releases, media interview training, spokesperson training, message narratives training; maintaining ongoing communication with media representatives; devising effective media outreach strategies; and monitoring coverage in news media outlets; etc.

Records Management: Records management is a crucial responsibility of the VP of Communications. They oversee the maintenance of Union activities and correspondence, ensuring meticulous documentation in compliance with Union Constitution, By-Laws, and policies, including adherence to the university's Harassment and Discrimination Policy.

Other Duties

Society Ratification: VP Communications serves as the primary point of contact for students seeking to ratify a society with the Students' Union. This includes actively promoting the society ratification process, fielding inquiries from students regarding the requirements and procedures for ratification, and providing guidance throughout the constitution writing process. Moreover, the VP of Communications reviews and ensures the compliance of constitutions submitted by student groups, subsequently forwarding them to the Student Representative Council (SRC) for ratification decisions. Additionally, they meticulously maintain records of society constitution documents, ensuring transparency and accountability within the ratification process.

Training & Onboarding: Prepare a comprehensive training/onboarding plan for their successor, which includes a summary of all aspects of the position profile, ongoing projects and key contacts. This involves keeping the moodlecloud training course up to date and providing relevant information on the position's details to the incoming person. The training/onboarding plan must include at least 25 contact hours, which the incoming person must complete.

Office Hours: Set regular hours of work and publish them on the office door, attending work in person during those hours as much as possible.

Prioritize meetings with students, to ensure meetings occur in a timely and mutually agreeable way.

Key Responsibilities

Complete all assigned training, including all Moodle Cloud courses, and check Moodle Cloud regularly for additional training modules.

Be familiar with the Memorandum of Understanding between MSVU and the MSVUSU and adhere to it.

Ensure the MSVUSU office space is a presentable and respectful area that creates a welcoming environment for all.

Understand and adhere to the employee handbook.

Ensure having working knowledge of contacts, committees, and administrative tools related to the position.

Participate in transition workshops and job shadowing with incoming VP Comms.

Complete the Moodle Cloud course titled “Vice President of Communications,” including all exercises and quizzes.

Complete the media relations module in the MoodleCloud training course.

Organize & host at least one monthly 30-minute employee engagement activity via video conferencing or hybrid format.

Governance and Service

This position holds a dual role as a director and officer of the Mount Saint Vincent University Students’ Union Association. As a director, this position sits on the **Students Representative Council (SRC)**, providing strategic guidance and direction to the organization while ensuring compliance with laws and regulations. This position has a fiduciary duty to act in the best interests of all stakeholders. As an officer, this position manages day-to-day operations, implements strategies, oversees employees and departments, and makes decisions in the organization's best interests, as directed by SRC.

Present a brief oral report at each regular SRC meeting and a full written report with oral and visual presentation of the report at the Annual General Meeting and Semi-Annual General Meeting.

This position may **chair meetings as required**. This includes scheduling meetings, developing meeting agendas, conducting meetings and managing reporting requirements, while fostering a collaborative environment with diversity of thought.

This position will **serve on MSVUSU committees and working groups as required**. This includes preparing for meetings in advance by reviewing meeting agendas and other materials, submitting agenda items to the chair as required, and actively participating in discussion and decision-making. Some work may be assigned during committee or working group meetings, which this position will be responsible for completing or delegating as appropriate.

This position serves on the **Budget Committee**, which creates the MSVUSU yearly budget through student consultation, evaluation of the current financials, and scanning the economic environment of the university. The budget committee meets regularly during the winter semester, at least bi-weekly, to

balance student needs with financial constraints and maximize the level of service provided to the membership.

This position is **vice-chair of the Human Resources committee**, which meets monthly or as needed and is responsible for hiring full-time staff, overseeing and creating guidance for disciplinary decisions, and creating and maintaining human resources policy and handbooks.

This position serves on the **Health Insurance Plan Committee**, which meets as needed to review appeals related to the student health and dental plan, including accepting late opt-outs and determining the amount of fees to be refunded if the appeal is granted.

This position chairs the **Crisis Communications Committee**, which meets as needed to address crises affecting the MSVUSU, Mount Saint Vincent University, or its students, and to create a strategic communications plan, including drafting and approving statements put out by the MSVUSU, to address the crisis at hand.

This position serves on the **Executive Committee**, which meets at least bi-weekly, to handle the day-to-day operations of the MSVUSU, as well as to address student and on-campus issues, and to prepare items to bring forward to the Students Representative Council (SRC). The committee is responsible for ensuring the effective and efficient operation of the student union and for making decisions on matters within its mandate.

This position serves on the **Student Executive Committee**, which meets as needed to work through day to day operational issues of the MSVUSU, including those that involve developing directives for the staff members on the executive committee.

This position serves on the **Orientation Planning Committee**, which plans individual events and programming for Orientation Week, and is an information-sharing and collaboration space between departments and individuals involved in orientation planning. The committee meets biweekly in May-August and reports to the Orientation Steering Committee.

This position serves on the **Large Orientation Committee**, which provides input on orientation programming, reviews updates and reports, and addresses concerns to the Orientation Steering Committee. It meets up to three times per year for program review and consultation.

Required Qualifications:

The person in this role must meet the requirements in this section and either win an election or receive appointment to the role.

Education

Be a student at MSVU enrolled in at least 0.5 credits, one audit course, or a thesis.

Be a senior student entering their 3rd year or higher of university at the time of taking office. [The MSVUSU definition of 3rd year or higher is either, having accrued 10 credits at MSVU (directly or by transfer), or having attended 4 semesters of study at MSVU, or being a 2+2 or graduate student. Additional documentation may be requested to confirm eligibility]

Experience

No prior experience is required for this role.

Knowledge, Skill and Abilities

Ability to think critically, self-reflect, create opinions based on facts and evidence, and update beliefs based on new facts and evidence.

Excellent communication, interpersonal, and customer service skills to effectively interact with students, staff, and other stakeholders, and create a welcoming and inclusive environment.

Strong communication skills, both written and verbal.

Proficiency in using various software and technology tools, such as database management systems, office 365, and social media platforms.

Ability to produce engaging materials for all digital media.

Knowledge of other MSVU and MSVUSU services available to students.

Strong organizational skills.

Behavioural Competencies

Passion for and commitment to addressing issues impacting equity-denied communities and related social justice issues.

Ability to self-reflect, identify, and address unconscious bias within oneself.

Interpersonal skills and ability to collaborate with a diverse group of stakeholders, including community partners, donors, volunteers, and patrons.

Adaptability and flexibility to respond to changing situations and priorities.

Developed professional skills are required, including integrity, being non-judgmental, empathic, objective, and understanding the importance of confidentiality. Creative and innovative thinking is also necessary.

Effective communication skills are necessary to handle concerns or complaints and communicate effectively with students about their issues and experiences.

Strong leadership skills, including the ability to motivate and inspire a team and lead by example.

Strong commitment to the principals of Equity, Diversity, Inclusion and Accessibility, and the values of the MSVUSU.

Ability to take difficult decisions and explain the rationale behind them, and the ability to adjust perspectives when new information becomes available.

Preferred Qualifications:

Be a current MSVU student enrolled in Bachelor/ Master of Public Relation (BPR), Communications (BAComm) or Marketing degree.

Previous experience in a similar role.

Previous experience with public speaking

Experience working with or for the MSVU Students' Union

Knowledge about MSVU structure

Mental/Physical Effort and Working Conditions:

The VP Communications role involves a mix of mental and physical effort in a dynamic and fast-paced environment. While the majority of the work is done in-person at a desk, there is some physical labor involved such as carrying portable banners to and from events. The VP Communications will be regularly engaged in social media activities, including commenting, posting, and monitoring. This may require significant time spent on a computer or mobile device, and can also result in dealing with criticism or negative feedback from the student body. This criticism can be difficult to read, and may be stressful.