VOLUNTEERS IN PROGRESS (VIP) JOB DESCRIPTION
Student Development Centre (SDC), Western University

POSITION: MARKETING & COMMUNICATIONS ASSISTANT
(1 position for Fall/Winter)

AREA: Learning Skills Services.

TIME COMMITMENT: 2-3 hours per week on average; hours per week may vary depending on the time of the year.

OBJECTIVE: To assist in marketing the services available at Learning Skills Services (LSS) to the students of Western.

LEARNING PEER DUTIES AND RESPONSIBILITIES:

1. Promote upcoming events and learning resources through the LSS twitter account (@LSSatWestern).
2. Attend on-campus information fairs (3-4/year) to provide students of Western with information regarding LSS.
3. Provide service promotion information sessions on LSS for Western students.
4. Perform administrative tasks associated with marketing as determined by supervisor.
5. Develop marketing and communication ideas and implement them when appropriate.
6. Meet regularly with supervisor to establish goals, discuss progress and/or questions/difficulties.

VIP PROGRAM REQUIREMENTS (FOR ALL VIP POSITIONS):

- Attend VIPs’ General Orientation, Term-end Meeting and Year-end Recognition Event.
- Complete four mandatory Human Resources (HR) training modules: WHMIS, Health and Safety, Safe Campus, AODA.
- Submit a Midterm Feedback Form each term and a year-end program evaluation form to the VIP Program.

QUALIFICATIONS:

1. Strong communication (both written and oral) and interpersonal skills.
2. Interest in marketing and communications.
3. Demonstrates initiative, self-motivation, creativity, and enthusiasm.
4. Must be organized, responsible, and reliable.
5. Ability to work under minimal supervision and meet strict deadlines.
6. Comfortable speaking in front of groups.
7. Familiarity with Learning Skills Services.
**BENEFITS:**

- Develop and enhance marketing, communication, interpersonal, and organizational skills.
- Gain exposure to and awareness of services provided at LSS.
- Attain personal satisfaction and growth from being involved in a helping capacity.
- Receive feedback via a midterm performance review.

**RESPONSIBLE TO:** SDC’s Learning Skills Counsellors