



Position Description: Communications and Promotions Co-Directors (Two Positions)

2020 MURC Planning Committee

Deadline for Applications: Tuesday, August 20, 2019 at 11:59 PM

Conference Summary

The Multidisciplinary Undergraduate Research Conference (MURC) is a conference for UBC undergraduate students to showcase their research in front of their fellow UBC students, family, and friends. With its inception in 2003, the aim of the conference is to promote research at the undergraduate level by providing students a platform to take an active part in the research and academic community in various ways. Researchers may choose one of two formats to showcase their research: presentation or poster. Exemplary presentations are given recognition on the last day of the conference. Registration to present at MURC starts on November 2019. ~~December 20~~ This academic year, MURC will be scheduled for March 21, 2020.

Communications and Promotions Co-Directors Position Summary

The Communications and Promotions Co-Directors will work closely with UBC staff and the MURC Co-Chairs to develop, manage and implement a comprehensive marketing and communications plan to promote the conference and various involvement opportunities.

Time Commitment

- This position is a 7-month long commitment from October 2019 to April 2020
- 8 – 10 hours per week from October to December 2019, and April 2020
- 12 -18 hours per week from January to March 2020
- Note: peak periods will depend on portfolio-specific timelines
- MURC Planning Committee Meetings will be
 - Term 1: Wednesdays, 5:30 PM - 6:30 PM
 - Term 2: Thursdays, 6:00 PM - 7:00 PM

General Planning Committee Responsibilities

- Collaborate with the Co-Chairs and staff advisors throughout the planning and visionary stage of the conference
- Attend and participate in all MURC Planning Committee training, retreats and meetings
- Perform portfolio-specific tasks and support other portfolios as needed
- Create and develop a portfolio-specific timeline leading to the conference, in consultation with staff advisors
- Foster a strong team relationship which emphasizes teamwork and communication
- Oversee and implement events on the day of MURC
- Work to increase student awareness of MURC as both a venue to showcase research and as a way to learn more about undergraduate research happening in the UBC community



Portfolio-Specific Responsibilities

- Develop and create a comprehensive communications and promotions plan in the form of a marketing calendar in collaboration with other portfolios' timelines and needs.
- Ensure consistent branding of MURC and UBC in all communications pieces across the portfolios by creating a comprehensive guide for the planning committee
- Develop a stakeholder contact list and guide to be used by the MURC Planning Committee, in consultation with the Co-Chairs and staff advisors
- Coordinate with staff advisors and Student Communications on a strategic communications plan and its implementation
- Implement promotional activities to recruit various stakeholders and participants (i.e. presenters, volunteers, adjudicators, delegates, etc.) through a variety of platforms
- Monitor social media and communication platforms for MURC
- Work closely with staff advisors, Co-Chairs and other portfolios to ensure consistency in communications and other planning activities
- Oversee the flow of presentations and events during the conference
- Develop and design the MURC 2020 Program Guide template

Qualifications

- Previous experience in marketing, communications and working with promotional materials
- Strong creative point of view
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, etc.) or similar programs is preferred
- Experience with digital photography and video recording technology is preferred
- Strong public relations, interpersonal, and communication skills (written and verbal)
- Strong organizational, teamwork, and project management skills
- Ability to reliably meet deadlines and work well under pressure
- Must proactively initiate cross-portfolio communication
- Demonstrated initiative; ability to recognize problems quickly and apply sound solutions
- Demonstrated willingness to learn
- Previous experience with Microsoft Office applications

Support and Supervision Received

The Communications and Promotions Co-Directors will be supported and supervised by UBC staff with the Centre for Student Involvement and Careers and the MURC Co-Chairs.



Important Dates

- September 3-13, 2019: Interviews
- September 16-18, 2019: Decision and position offers sent out
- September 19-October 4, 2019: Portfolios schedule and attend one transition meeting with past MURC 2019 Co-Director
- October 5, 2019: MURC Planning Committee Fall Retreat
- October 14 - 18, 2019: Week of the first MURC Planning Committee meeting
- January 11, 2020: 2020 Student Leadership Conference (required attendance)
- March 9 – 21, 2020: All Planning Committee members are asked to not schedule substantial extra-curricular activities in the period leading up to MURC.
- March 21, 2020: 2020 Multidisciplinary Undergraduate Research Conference

How to Apply

Please submit a cover letter and resume to the Careers Online posting. The application for this position closes on Tuesday, August 20, 2019 at 11:59 PM. If you have any questions or concerns about the application process, please email undergraduate.research@ubc.ca. Please note that only candidates invited for an interview will be contacted.

Additional Notes

Students that are part of the MURC Planning Committee will not be eligible to participate as a presenter at the 2020 Multidisciplinary Undergraduate Research Conference.