

Job Title: Student Leadership Conference Director, Communications

Job Description

The Student Leadership Conference (SLC) hosts approximately 1000 students annually for a day of high-impact, inspirational leadership programming. Each year, the SLC inspires the campus community, provides valuable peer-to-peer learning experiences, and engages students as they share and develop their leadership skills effectively. The SLC provide delegates the means to expand their individual leadership potential as well as avenues to apply those skills, on individual and group levels, within the global community while embodying social, economic, and environmentally sustainable practices.

The SLC Director, Communications is a member of a team of five student staff who organize the Student Leadership Conference. This role leads communications, promotions, and branding for the conference, requiring logistical and administrative planning, coordination, and implementation for these aspects of the conference. Their duties include planning, promoting, developing, executing, and evaluating conference communications activities.

This is a high-level, complex role that requires significant critical thinking, leadership, problem-solving, and strategic planning.

Work Performed – Basic Duties and Responsibilities

- Plan, coordinate, and implement communications, promotions, and branding for the UBC Student Leadership Conference
- Lead brand and theme ideation, creation, and implementation
- Oversee graphic, digital, audiovisual, and film components of the conference
- Manage social media assets, content, and calendar
- Manage physical conference assets like signage, swag, and promotional materials
- Plan and implement mass email campaign
- Create rubrics, recruit selection committees, and oversee award winner selection for Faces of Today, Showcase, and Nestor Korchinsky Awards
- Attend and facilitate weekly team meetings
- Recruit, hire, train, and manage volunteers in both short and long-term roles for the conference
- Communicate through email, social media, digital content to connect with staff, faculty, campus partners, students, and volunteers
- Promote and market conference to UBC campus and beyond
- Form and cultivate team culture through recognition, appreciation, and professional development
- Collect, analyze, and report data for conference
- Attend initiatives, events, and meetings as representative of the UBC SLC and member of the Centre for Student Involvement & Careers
- Stay in regular contact with supervisors and meet regularly to keep all parties informed

Organizational Status

The SLC Director, Communications reports to a Staff Advisor in the Centre for Student Involvement & Careers. This position works on a team of five student staff and oversees a group of volunteers, who are committed for both the long and short-term.

Relation to Unit Goals

As a cornerstone event for student leadership roles at the University of British Columbia, the Student Leadership Conference provides opportunities annually for 1000 students across campus to explore their own leadership, their contribution to their community at UBC, and their role as global citizens. This role facilitates high-impact learning and leadership for students at the university, one of the core goals of the Centre for Student Involvement & Careers.

Qualifications:

Education & Experience

- Current undergraduate UBC student (we encourage applicants from diverse programs of study)
- Experience and familiarity with the UBC Student Leadership Conference
- Previous experience in student leadership roles at the university highly preferred
- Experience on the Student Leadership Planning Committee an asset

Skills and Qualifications

- Strong interpersonal skills, experience working with people from a variety of backgrounds and cultures
- Ability to work collaboratively and cross-functionally with a diverse team and campus stakeholders
- Excellent communication and writing skills including professional email and phone correspondence, public speaking and presentation proficiency
- Demonstrated skills in program planning and management
- Pro-active, using a task-oriented approach towards completing work
- Excellent working proficiency with Microsoft Office applications
- Knowledge of Adobe Suite, Photoshop, Word Press CMS, Qualtrics, HTML, CSS, Javascript, and MySQL is an asset

A great fit for this position is a student with previous leadership experience on UBC campus who has interest in careers in communications, public relations, design, and/or marketing.

Availability

- The SLC Director, Communications must be available from May 4, 2020-February 26, 2021.
- The SLC Director, Communications will be required to work hours during the month of December 2020.
- Peak periods for this role are September-November 2020 and January 4-January 9, 2021.
- Extended leave periods must be scheduled with and approved by their Staff Advisor.

Student Learning Components

Orientation and Training

The SLC Director, Communications will:

- Attend Coordinated Summer Training at the Centre for Student Involvement & Careers. This training offers a series of introductory sessions focused on successful transition to paraprofessional roles, centred on exploring professional identities, understanding the context of UBC as a workplace, and developing other professional soft skills. Examples of sessions include ‘Navigating UBC as a Workplace,’ ‘Design Your Workplace,’ and ‘Excel 101.’
- Attend Community Building Education on March 28, 2020, a 3-hour session on inclusive community-building and active bystander awareness.
- Attend a two-day retreat at the beginning of their role to onboard and orient the student team on specific role-tasks, conference mission and values, SLC history and background, and strategic planning for the coming year.
- Access SLC planning team transition reports since 2011 and use these to inform their tasks as they come into their role.
- Attend bi-weekly team meetings in which a different campus partner will present on a professional development topic related to their role.

Feedback, Ongoing Support

This SLC Director, Communications will:

- Have weekly one-on-one meetings with their supervisor to check-in, discuss their personal and professional growth, and provide feedback.
- Have regular bi-weekly or weekly meetings with the planning team where they will be asked to give regular updates on their various tasks.
- Be supported by a team of like-minded peers who are dedicated to the student experience on UBC campus.
- Participate in a self-assessment and performance review with their supervisor each term.

Mentorship

The SLC Director, Communications will:

- Meet with members of last year’s planning team to learn more about the conference and senior-student experiences.
- Work with core members of the wider Centre for Student Involvement and Careers team, as well as campus partners. They will be exposed to different career paths and opportunities available within higher education.

Encouragement, Support, & Reflection

The SLC Director, Communications will:

- Do a mid-term performance review and reflection within their role.
- Participate in an exit interview to discuss their overall experience.

- Be encouraged to share their personal career-goals and areas of development with their staff advisor, so as to connect their work to their long-term development.

Personal and Professional Development

The SLC Director, Communications will:

- Gain experience and develop skills that are transferable and applicable to the field of communications, public relations, marketing, branding, higher education, and student affairs.
- Develop significant event planning and logistics skills, coordinating a large-scale event.
- Practice strategic leadership skills, designing a program to achieve organizational mission, vision, and goals
- Gain experience motivating, inspiring, and supporting others.
- Build interpersonal skills, in particular empathy and consideration for other's needs and experiences.

Classroom Learning

The SLC Director, Communications will be able to apply the following skills to their classroom experience:

- Public speaking, presentation, and communication skills.
- Teamwork skills, ability to collaborate within groups.
- Increased knowledge of UBC as the academy and subsequent structures, supporting work within program and faculty.
- Exposure to a variety of ideas, trends, and concepts in higher education.

Workplace skills or graduate competencies

The SLC Director, Communications will gain:

- Exposure to and experience with a professional office environment.
- Experience working with the public: community members, non-profits, and sponsors
- Experience being accountable to and responsible for following through operation tasks and needs.
- Exposure to organizational change and transition.

Network

The SLC Director, Communications will have the opportunity to:

- Work alongside professional staff at the Centre for Student Involvement & Careers and develop impactful relationships.
- Connect with on and off campus partners.
- Work with vibrant and diverse team of UBC students.
- Build lasting relationships with student leaders from a variety of student groups and Faculties across UBC.
- Serve as a role model to SLC volunteers.
- Be a representative of the SLC and the CSI&C at unit-wide meetings and events.