MURC | MULTIDISCIPLINARY UNDERGRADUATE RESEARCH CONFERENCE

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

2027 MURC Planning Committee

Deadline for Applications: Sunday, July 26 at 11:59 PM (PDT)

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. Since its inception in 2003, the conference has been entirely undergraduate student-led and undergraduate student-centered, providing the UBC community with a unique platform to showcase and celebrate undergraduate research through presentations, workshops, and keynote speakers.

Student researchers can participate in one of two ways - in-person oral presentation or in-person poster, with exemplary presentations given recognition at the end of the conference. Other students, including graduate students, can support the conference as volunteers or adjudicators.

This year, MURC will take place in person, on March 20, 2027. Presenter registration for MURC 2027 will begin in November 2026.

COMMUNICATIONS AND PROMOTIONS CO-DIRECTORS POSITION SUMMARY

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

TIME COMMITMENT

- This position is an 8-month long commitment, commencing September 2026 and ending in April 2027
- Approx. 8-10 hours per week from September 2026 to January 2027
- Approx. 15-20 hours per week from February to March 2027 (leading up to the conference)
- Approx. 8-10 hours per week in April 2027
- Note: Peak periods will depend on portfolio-specific timelines
- Bi-weekly and weekly collaboration sessions for the MURC Planning Committee will take place on Thursdays from 3pm-5pm. Attendance is mandatory for all sessions.

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GENERAL PLANNING COMMITTEE RESPONSIBILITIES

- Collaborate with staff advisors and Co-Directors throughout the planning and implementation of the conference
- Co-develop, implement, attend, and participate in all MURC Planning Committee training, retreats and meetings
- Develop and execute portfolio-specific tasks, including the development of a timeline and deliverables, in consultation with staff advisors; support other portfolios as needed
- Build a strong team rapport which emphasizes teamwork, flexibility, and communication
- Oversee and implement events on the day(s) of MURC
- Help increase student and faculty awareness of MURC and undergraduate research
- Develop and plan key programming, workshops, presentations, and events, including pre-conference and day-off conference
- Consider ways to make the conference more inclusive, accessible, and safe

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
- Create conference graphics, marketing materials such as brochures, and social media posts to enhance the visibility of the conference
- 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 Co-Chairs and staff advisors on a strategic communications plan and its implementation
- Suggest MURC website updates to co-chairs and staff advisors
- 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 Co-Chairs, staff advisors, and other portfolios to ensure consistency in communications and other planning activities
- Work closely with staff advisors to order promotional merchandise in accordance with annual budget
- Oversee the flow of presentations and events during the conference
- Design logos for swag items such as stickers, tote bags, mugs, sweatshirts, etc.
- Develop and design the MURC 2027 Program Guide

QUALIFICATIONS

Required:

- Strong creative skills; ability to follow social media trends

- Previous experience in marketing, communications, and working with promotional materials
- Strong creative point of view
- Experience with Canva; Capcut experience is an asset; willingness to learn or advance skills required
- Experience with digital photography and video recording technology
- 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
- Ability to 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
- Demonstrates a professional attitude and openness to new ideas and feedback
- Proactive, self-motivated approach with a willingness to take initiative

SUPPORT AND SUPERVISION RECEIVED

The Communications and Promotions Co-Directors will be supported and supervised by the MURC Co-Chairs and UBC staff with the Centre for Community Engaged Learning.

IMPORTANT DATES

- Group Interviews (Virtual): August 11 to August 18, 2026
    - Afternoon, August 11, 2026
    - Morning, August 18, 2026
- Position offers: Week of August 25, 2026
- MURC Planning Committee Fall Retreat: September 26, 2026
- Term 1 bi-weekly MURC Planning Committee Collaboration Sessions: Starting October 1, 2026
- Term 2 weekly MURC Planning Committee Collaboration Sessions: Starting January 7, 2027
- All Planning Committee members are asked to not schedule substantial extra-curricular activities in the period leading up to MURC: March 7 - March 20, 2027

HOW TO APPLY

Please submit a cover letter and resume to the Qualtrics form. The application for this position closes on **Sunday, July 26, 2026 at 11:59 PM (PDT)**. 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. Additionally, shortlisted candidates will be asked to submit an assignment to demonstrate their graphic design abilities. More information on this will be communicated during the interview process.

ADDITIONAL NOTES

- Students that are part of the MURC 2027 Planning Committee will not be eligible to participate as a presenter or adjudicator at the 2027 Multidisciplinary Undergraduate Research Conference.

- Committee Members will be recognized for their contributions to MURC. Those in good standing will receive a certificate of recognition, and reference letters will be provided upon request.

WHY JOIN THE MURC PLANNING COMMITTEE?

Being a part of the MURC Planning Committee is an opportunity for professional growth and the development of a strong network among UBC students and faculty. Participating in this committee provides students with an opportunity to enhance their project management, event planning, public outreach, leadership, communication, and team collaboration skills. Past committee members have indicated the positive team environment as their most memorable experience, and project management, event planning, leadership, and communication as key areas of professional development during their time on the committee. Through committee team building, students will develop a leadership skill set based on co-creation, partnership, and intentional communication. The planning committee members are central figures in the planning and implementation of the conference, providing the student with the opportunity to identify areas of professional interest.