



100 College Drive, PO Box 5002
North Bay, ON P1B 8L7
Tel: (705) 474-3450 ext. 4884 Fax: (705) 474-7732
Email: services@nusu.com | nusu.com

Nipissing University Student Union

POSITION DESCRIPTION

POSITION TITLE: Vice-President, Advocacy and Awareness

REPORTS TO: Executive Committee, and the Board of Directors

SALARY RANGE: Starting to \$23,000

EDUCATION: Attaining a Post-Secondary Degree

QUALIFICATIONS: Currently enrolled at Nipissing University as per Nipissing University by-laws. Must be 18 years old at the time of running for this position.

SUMMARY:

As the Secretary of the Corporation, the head of the Communications department, the Vice-President of Advocacy and Awareness is primarily focused on the advocacy of academic needs for the student body, Chief Student Senator within the Nipissing University Academic Senate, the creation and overseeing of the NUSU student calendar, the NUSU website, social media platforms, public and media relations, and the implementation of awareness campaigns. The individual, who reports to both the Board of Directors, and the Executive Committee, shall be highly motivated, have the ability to commit to a cooperative work environment, demonstrate organizational skills, have an exemplary work ethic, and demonstrate to not only have interpersonal skills, but to build connections with others while creating a supportive team atmosphere.

The individual shall also act with a respectful degree of professionalism, and shall strive to achieve the following:

- Act in the best interests, and in accordance to by-laws, policies, and procedures of NUSU;
- Prepare or assist with various reports and documentation for the Board of Directors and the Executive Committee;
- Develop suitable departmental goals, both long and short term;
- Maintain proper financial practices, be feasibly responsible within budgetary restrictions;
- Maintain proper office hours;
- Coordinate, monitor, review, enhance, and implement various strategies in order to improve the overall operation of NUSU.

SPECIFIC DUTIES AND RESPONSIBILITIES:

The following is a list of duties and responsibilities that pertains to the role of Vice-President, Advocacy and Awareness. This includes, but is not limited to;



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Advocacy

- Act as the Chief Student Senator, and be one of the voting members of NUSU on the Nipissing University Academic Senate and advocate on behalf of students on academic topics and issues;
- Act as a representative on the Nipissing University Board of Governors, and on the various Board of Governors Subcommittees to represent the interests and needs of the student body;
- Developing and providing various ideas, and strategies to improve academic advocacy on campus, while researching other strategies that have been employed by other universities;
- Oversee academic petitions and provide assistance to those who have experienced academic grievances;
- Work with Nipissing University faculty and administration to ensure that the needs of students are upheld;
- Providing volunteer opportunities for students.

Website and Social Media

- Responsible for communicating the organization of various events, news and information to the student body;
- Responsible for updating all media platforms and the organization's website;
- Providing recommendations on how to effectively communicate relevant information to the student body.

Awareness Campaigns

- Responsible for the coordination, organization, planning, and implementation of various awareness campaigns that relate to social issues, health and wellness;
- Responsible for planning and organizing the annual Shinerama campaign. This includes collaborating with Vice-President, Student Life on a Shine Day that occurs during Frosh Week.

Supervisory

- Department head of the Communications department, overseeing the Director of Communications and Communications Assistant(s);
- Ensure that all employees within the Communications department are fulfilling their job descriptions to the best of their ability;
- Effectively and regularly communicating with the members within the department, while also meeting regularly.



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Media and Public Relations

- Assist other executives and staff members with all public and media relations such as press releases, official statements and public stances on matters;
- Be the primary liaison, regarding communication, with the North Bay Community, Nipissing University and students on campus.

Collaboration

- Meet regularly with the President, Executives, and staff;
- Effectively communicate and inform the rest of NUSU on all related business;
- Develop working relationships with various parties within the University to promote responsible and feasible decisions;
- Openly receive feedback from other members of NUSU, the Nipissing University community, and the broader North Bay community, while establishing and then maintaining working relationships;
- Promote effective communication and collaboration between all NUSU departments when required;
- Complete any other tasks assigned by either the Board of Directors, and/ or Executive Committee;
- Assist other executives and staff members with all public and media relations such as press releases, official statements and public stances on matters;
- Work with the North Bay Community on awareness campaigns.

Terms of Office

The term for Vice-President, Advocacy and Awareness is one (1) year, starting on May 1st, and concluding on April 30th of the following year. The elected individual must complete a minimum forty (40) hours of shadowing with the current Executive Committee before they commence their term.

When in office, the Vice-President, Advocacy and Awareness is required to do the following:

- During the summer months from May 1st-September 1st, complete forty (40) hours of work weekly;
- During the academic school year from September 1st- April 30th, complete twenty (20) hours of work weekly during the hours of operation (Monday-Friday, 8:30 am to 4:30 pm).



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Committee Membership

- NUSU Board of Directors;
- NUSU Executive Committee;
- Chairperson of NUSU Campaigns Advisory Committee;
- Chairperson of NUSU Shine Committee;
- Chairperson of NUSU Green Initiatives Committee;
- Nipissing University Board of Governors Community Relations Committee (Non-Voting Member);
- NUSU Social Committee (Member);
- Any other committee appointed to.