
 Wilfrid Laurier University Students' Union

POSITION DESCRIPTION

Position:	Assistant Vice-President: Advertising & Promotions
Reports To:	Vice-President: Public Affairs
Last Updated:	December 2009

GENERAL RESPONSIBILITY STATEMENTS

Under the primary guidance of the Vice-President: Public Affairs, the Assistant Vice-President: Advertising & Promotions shall:

- Operate in accordance with the Vision, Values and Mission, as well as the by-laws and policies of the Students' Union;
- Attend Board of Directors meetings, when requested to do so by the President or Vice-President;
- Develop sub-departmental goals and objectives of both a short and long-term nature;
- Hold regular meetings with all coordinators and/or executives;
- Facilitate various committee initiatives;
- Protect the property of the Students' Union at all times;
- Submit an interim budget and an operating budget to the VP: Administration;
- Follow budget restrictions;
- Maintain regular office hours;
- Keep their Procedural Manual updated, and complete a transition report if requested by the President;
- Assist with the transitioning of their successor;
- Prepare or assist with monitoring reports if requested by the Vice-President;
- Provide the Manager of Corporate Records with a copy of any document that may have future value;
- Undertake other duties assigned by the Vice-President.

SPECIFIC RESPONSIBILITIES

Recognizing that the Assistant Vice-President's functions embrace a broad range of roles and responsibilities, it is important to note that not all functions are contained within this definition, and the position itself should be ever-changing and adaptive. Nevertheless, specific roles and responsibilities allocated to this position include, but are not limited to the following:

SUPERVISORY

- Ensure that the position holders within the Advertising and Promotions Sub-Department fulfill the requirements of their descriptions;
- Maintain a constructive relationship with the campus and local community;
- Complete incident reports for issues of volunteer performance when required;
- Ensure all volunteer performance evaluation forms are completed.

ADVERTISING AND PROMOTIONS

- Oversee the creation of marketing strategies for existing WLUSU clubs, committees etc. with support of the VP: Public Affairs;
- Ensure that all Students' Union events are identified and effectively branded;
- Manage internal marketing services in order to fulfill the needs of the Students' Union;

COMMITTEE MEMBERSHIP

- Other Committees as appointed to by the VP: Public Affairs.

COMPETENCY PROFILE

The following competency profile describes how the Assistant Vice-President: Advertising & Promotions will successfully fulfill the responsibilities in the position and achieve the purpose in the Accountability Statement.

Accountability

Demonstrates and communicates a high level of ownership and commitment to achieving results. Makes a contribution to the goals of others and to the team while assuming responsibility for the performance and results of the team.

Coaching

Encourages volunteer participation and ensures each team member receives formative and motivational feedback. Helps others to maximize performance and increase self-esteem. Creates an environment that is conducive to high performance and growth that attracts talented people. Moreover the incumbent will help people develop beyond their current skill set and achieve results in the interests of WLUSU.

Communicating

Listens, speaks and writes clearly and concisely. Provides timely, appropriate and useful information to others, which increases in value by providing sound interpretation.

Composure

Responds constructively to emotional situations, high-pressure and conflict. Deals with issues forthrightly and with sensitivity

Decision Making

Assesses the importance, urgency and risk associated with each situation and takes actions which are timely and in the best interest of the WLUSU. Makes decisions even when only incomplete information is available and when the impact of the decision is somewhat uncertain.

Flexibility and Adaptability

Values a differing point of view and remains open-minded to changing circumstances and new information. Adjusts to multiple demands and shifting priorities.

Goal setting

Increases effectiveness by setting individual, team and WLUSU wide goals. Maintains focus by linking individual goals to those of the team and of WLUSU.

Influencing

Achieves results without formal authority. Is highly regarded and sought out by others because of a sustained track record of collaboration.

Innovating

Identifies and implements new and better ways of accomplishing results. Generates ideas that improve the work quality of own work and that of others.

Integrity

Achieves a high level of trust in relationships.

Planning

Uses an effective methodology to determine priorities, set goals, create a plan, take action and measure results. Leads and sponsors complex projects which impact multiple stakeholders and the long-term success of the WLUSU.

Problem Solving

Takes a systematic approach to solving problems rather than reacting to symptoms. Takes initiative to identify conflicts within a team and fosters an environment, which supports resolution.

Self Development

Knows own capabilities, seeks out feedback and responds positively to improve performance. Takes advantage of opportunities to grow beyond current role and seek opportunities for development.

Service Orientation

Anticipates and responds to the needs of internal and external clients, ensures expectations are understood and met. Views the relationship with the customer as ongoing; displays an understanding of the client's circumstances.

Strategic Perspective

Emphasizes the broader, longer-term vision and values of the Students' Union as a means of guiding decisions and actions. Considers the implications of information, decisions and actions beyond the team/department and develops a compelling yet credible visions for the future of WLUSU.

Sustaining Functional, Technical & Organizational Proficiency

Acquires depth and breadth of knowledge in all aspects pertaining to departmental, professional/vocational role and the Students' Union. Remains informed on the broader economic, political and social factors, which could impact the University and help others understand these factors.

Teamwork

Involves others in setting goals, resolving problems and making decisions. Provides leadership for the team.

Understanding the Students' Union Culture

Uses knowledge of the Students' Union, its people, support systems and structure to achieve results. Works through the complex informal networks of stakeholders and interest groups.

Valuing Diversity

Treats all people equitably. Recognizes the unique strengths and contributions that can be made by people with diverse backgrounds and experiences.

HEALTH AND SAFETY

The Management team of WLUSU is vitally interested in the health and safety of its employees. Protection of employees from injury or occupational disease is a major continuing objective. WLUSU will make every effort to provide a safe, healthy working environment. All managers, supervisors and workers must be dedicated to the continuing objective of reducing risk of injury.

Roles and responsibilities for all workplace parties include:

- Take precautions reasonable to ensure a healthy and safe work environment for all personnel.
- Comply with Sections 25, 26, 27 and other relevant sections of the Occupational Health and Safety Act.
- The "Act" refers to the Occupational Health and Safety Act of Ontario

25. (1) An employer shall ensure that,
 (a) the equipment, materials and protective devices as prescribed are

provided;

- (b) the equipment, materials and protective devices provided by the employer are maintained in good condition;
- (c) the measures and procedures prescribed are carried out in the workplace;
- (d) the equipment, materials and protective devices provided by the employer are used as prescribed; and
- (e) a floor, roof, wall, pillar, support or other part of a workplace is capable of supporting all loads to which it may be subjected without causing the materials therein to be stressed beyond the allowable unit stresses established under the Building Code Act.

(2) Without limiting the strict duty imposed by subsection (1), an employer shall,

- (a) provide information, instruction and supervision to a worker to protect the health or safety of the worker;
- (b) in a medical emergency for the purpose of diagnosis or treatment, provide, upon request, information in the possession of the employer, including confidential business information, to a legally qualified medical practitioner and to such other persons as may be prescribed;
- (c) when appointing a supervisor, appoint a competent person;
- (d) acquaint a worker or a person in authority over a worker with any hazard in the work and in the handling, storage, use, disposal and transport of any article, device, equipment or a biological, chemical or physical agent;
- (e) afford assistance and co-operation to a committee and a health and safety representative in the carrying out by the committee and the health and safety representative of any of their functions;
- (f) only employ in or about a workplace a person over such age as may be prescribed;
- (g) not knowingly permit a person who is under such age as may be prescribed to be in or about a workplace;
- (h) take every precaution reasonable in the circumstances for the protection of a worker;
- (i) post, in the workplace, a copy of this Act and any explanatory material prepared by the Ministry, both in English and the majority language of the workplace, outlining the rights, responsibilities and duties of workers;
- (j) prepare and review at least annually a written occupational health and safety policy and develop and maintain a program to implement that policy;
- (k) post at a conspicuous location in the workplace a copy of the occupational health and safety policy;
- (l) provide to the committee or to a health and safety representative the results of a report respecting occupational health and safety that is in the employer's possession and, if that report is in writing, a copy of the portions of the report that concern occupational health and safety; and
- (m) advise workers of the results of a report referred to in clause (l) and, if the report is in writing, make available to them on request copies of the portions of the report that concern occupational health and safety.

(3) For the purposes of clause (2) (c), an employer may appoint himself or herself as a supervisor where the employer is a competent person.

(4) Clause (2) (j) does not apply with respect to a workplace at which five or fewer employees are regularly employed. R.S.O. 1990, c. O.1, s. 25.

26. (1) In addition to the duties imposed by section 25, an employer shall,

- (a) establish an occupational health service for workers as prescribed;
- (b) where an occupational health service is established as prescribed, maintain the same according to the standards prescribed;
- (c) keep and maintain accurate records of the handling, storage, use and disposal of biological, chemical or physical agents as prescribed;
- (d) accurately keep and maintain and make available to the worker affected such records of the exposure of a worker to biological, chemical or physical agents as may be prescribed;
- (e) notify a Director of the use or introduction into a workplace of such biological, chemical or physical agents as may be prescribed;
- (f) monitor at such time or times or at such interval or intervals the levels of biological, chemical or physical agents in a workplace and keep and post accurate records thereof as prescribed;
- (g) comply with a standard limiting the exposure of a worker to biological, chemical or physical agents as prescribed;
- (h) establish a medical surveillance program for the benefit of workers as prescribed;
- (i) provide for safety-related medical examinations and tests for workers as prescribed;
- (j) where so prescribed, only permit a worker to work or be in a workplace who has undergone such medical examinations, tests or x-rays as prescribed and who is found to be physically fit to do the work in the workplace;
- (k) where so prescribed, provide a worker with written instructions as to the measures and procedures to be taken for the protection of a worker; and

(l) carry out such training programs for workers, supervisors and committee members as may be prescribed.