

University of British Columbia

Position Description

June 2014

Job Title | CHSC Visual Coordinator

Applicant | Rachel Apted

DURATION

This position is designed for the duration of June-September 2014, with the potential to move forward into the 2014-2015 winter school term with a change in hours upon meeting with supervisor at the end of initial work term.

JOB SUMMARY

The Visual Coordinator will be working along side the Special Projects Coordinator in the creation and development of an informational campaign around the Community Health Science Center building project (CHSC). Leading the design of a strategic marketing campaign, to educate stakeholders on the building's initiative, the history of student involvement at the University of British Columbia (UBC), and the referendum process in increasing student fees upon completion of the project. The Visual Coordinator will be responsible for designing the campaign elements necessary in the successfully marketing of the CHSC building project. The measure of success of this role will be the passing of the Kinesiology specific referendum on Kinesiology student fees in March 2015 that will ensure a portion of funding towards the building along with student support moving forward.

The Visual Coordinator will be working independently and in collaboration with the Special Projects Coordinator overseeing the direction of the design process. The visual coordinator will also be expected to work collaboratively with the student Action Committee.

MAJOR RESPONSIBILITIES

The Visual Coordinator position will be responsible for assisting the School of Kinesiology to support the CHSC building project in following areas:

- a. Maintain and build relationships with the Action Committee, for successful communication of ideas, concept development, and execution of marketing plan.
- b. Visually expressing the student voice to the building project by communicating students opinions and thoughts throughout the campaign.
- c. Provide clear communication with students, staff, faculty, and alumni using different media and modes of communication in order to educate the population on the building project and the desired referendum.

d. Monitoring Social Media outlets to further educate the public, student body, and faculty on the progress of the campaign.

e.1. Develop, design, and execute all design elements, collateral, visual and media marketing elements necessary in the education, promotion and success of campaign. Such elements include, promotional animations, videos, brochures, instruction manuals, brand identity, logo development, posters, banners, swag material, story boards, wall displays, signage, public campus promotion, web and social media presence.

MARKETING & VISUAL COORDINATION

- a. Will design visuals for marketing (As listed in e.1)
- b. Develop and maintain social media platforms to keep students in the know about the project.
- c. Develop and maintain promotional presence within the student body.
- d. Discover ways to incorporate historical elements into campaign to build a base for a student movement like that for War Memorial Gym and the Student Union Buildings.
- e. Discover way to promote the student voice, and empowerment of choice and contribution to future change within UBC.
- f. Design visual and web/media collateral to build momentum within UBC and the community to increase awareness on the project and its beneficial initiatives.
- g. Develop, design, and execute concepts and ideas for CHSC marketing campaign.
- h. Assist in creating a realistic time line for marketing campaign, assisting in execution of time line.

SUPERVISION RECEIVED

This position will present and report to Robyn Freiheit, Special Projects Coordinator, School of Kinesiology on a weekly basis. Position presents and reports finalized concepts to Dr. Robert Sparks, Director of the School of Kinesiology. The appointee is expected to work independently within clearly articulated short-term and long-term deadlines and goals. Work is reviewed upon appointment for assurance and effectiveness of results throughout the duration of the probation period of four months (June - September 2014).

CONSEQUENCE OF ERROR/JUDGMENT

The incumbent is expected to exercise a great deal of judgment and initiative in the handling matters of both a routine and non-routine nature requiring the interpretation of policies, procedures and guidelines. Must exercise judgment in establishing priorities and carrying work through to completion in a timely manner. Discretion in dealing with confidential and sensitive matters is essential.

WAGE & CONDITIONS

Starting wage for this position is set for \$17.00 per hour with the opportunity to be promoted upon evaluation. Payments will occur in a bi-weekly fashion.

WORKING CONDITIONS & TIME ALLOCATIONS

This position has been allocated 18 hours/week for the months of June-September 2014. A private office space will be assured for the duration of the work term. Flexible hours are permitted, and evening and weekend work may be required. Two office days per week and times per week will be selected with the condition of “flex” hours being authorized to work in different setting or attend events/meetings when necessary. In congruence to the following conditions, a time-log will be created and followed to keep track of hours in relation to task completion. The following is a rough break down of the estimated time allocations for specific duties in a regular workweek.

MARKETING CAMPAIGN (Approx. 10-15 hours/week)

- Planning procedures
- Execution of campaign
- Development of design elements (As listed in i.1)

MEETINGS (Approx. 2 hours/week)

- Supervisor — Robyn Freiheit, Dr. Robert Sparks
- Student Committees

GENERAL REQUIRED SKILLS

- A highly self-motivated, creative individual with strong critical thinking and time-management skills
- A goal-oriented and results driven individual
- Envision and implement innovative and well-needed components of the Community Health Science Centre building project
- Demonstrated ability to work both independently and collaboratively with different stakeholders (students, faculty and staff, university representatives, government representatives, and community members)
- Ability to plan ahead, anticipate problems, and meet deadlines efficiently
- Ability to work flexible hours, including evenings and weekends

GRAPHIC DESIGN SKILLS

- Develop layout, colour palettes and design themes for various print and digital mediums
- Produce creative that is aesthetically pleasing, innovative and on-brand for the UBC.
- Select and determine the most effective way to arrange type in order to make the language clearly visible, impactful and on-brand
- Collaborate with the Special Projects Coordinator to establish the creative vision and strategy for a season and or campaign, to be applied when developing and executing of the visual representations
- 3+ years' experience in Graphic Design, undergraduate student
- Graphic design accreditation and extensive experience with Creative Suite, Illustrator, InDesign and Photoshop
- Familiarity with HTML and CSS is an asset
- Being observant and identifying what is relevant and trending

CHSC VISUAL COORDINATOR

Community Health Science Center Campaign

Goal | Student referendum

APROX SCHEDULE

	W I	W II	W III	W IV
JUNE	<ul style="list-style-type: none"> Build Time-line Gather Inspiration Organization Research 	<ul style="list-style-type: none"> Gather Inspiration Concept Development Research + Sketching 	<ul style="list-style-type: none"> Gather Inspiration Concept Development Sketching / Story Boarding Logo / Identity Development 	<ul style="list-style-type: none"> Concept Development Sketching / Story Boarding Logo / Identity Development Web presence Development
JULY	<ul style="list-style-type: none"> Gather Inspiration Concept Development Finalize Identity Review + Edit 	<ul style="list-style-type: none"> Web Development Wire frames / web materials Goal Setting Prototyping 	<ul style="list-style-type: none"> Sketching / Story Boarding Animation Research Animation Concept drawings Present + Review 	<ul style="list-style-type: none"> Animation Development - Audio Recording Visual collateral Concept Dev
AUGUST	<ul style="list-style-type: none"> Poster/Banner/collateral Development Animation Development 	<ul style="list-style-type: none"> Poster/Banner/collateral Development Animation Development 	<ul style="list-style-type: none"> Review + Edits Publication + Circulation 	<ul style="list-style-type: none"> Present Animation Concept drawings Iterations + Review
SEPTEMBER	<ul style="list-style-type: none"> First level visuals released Swag development Collateral development 	<ul style="list-style-type: none"> Poll systems design Instruction manuals Development 	<ul style="list-style-type: none"> Poll systems design Instruction manual Development Review + Finalize 	<ul style="list-style-type: none"> Edit + Finalize Present / Release

CHSC VISUAL COORDINATOR

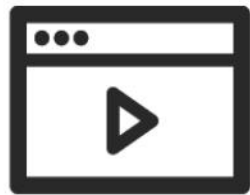
Community Health Science Center Campaign

Goal | Student referendum



CONCEPT DEVELOPMENT

Story Board
Identity Development
Marketing Plan
Logo & Branding



DIGITAL

Promotional Animation
Promotional Videos
Web Presence



SOCIAL MEDIA

Facebook / Twitter
Swag Material
Student "Voice"



VISUALS

Campus Presence
Posters / Banners / Brochures
Wall & Floor Promotion
Signage



SUCCESSFUL CAMPAIGN

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