

**UNIVERSITY OF BRITISH COLUMBIA
POSITION DESCRIPTION
APRIL 2014**

Job Title: Special Projects Coordinator, School of Kinesiology

Duration:

This position is designed for the duration of May-August 2014, with the potential to move forward into the 2014-2015 winter school term with increased hours upon meeting with supervisor at the end of initial work term.

Job Summary:

The Special Projects Coordinator will be responsible for creating an informational campaign around the Community Health Science Centre building project. This will rely on the planning and execution of a successful marketing campaign that will educate stakeholders on the building's initiatives, 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 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.

In addition to independent tasks and assigned duties, the Special Projects Coordinator will be expected to work in strong collaboration with the student population (both undergraduate and graduate), the Kinesiology Undergraduate Society (KUS), Kinesiology Graduate Student Advising Group (GSAG), alumni, and the faculty and staff of the School of Kinesiology throughout the duration of the position.

Major Responsibilities:

The Special Projects Coordinator position will be responsible for assisting the School of Kinesiology to support the Community Health Science Centre building project in following areas:

1. School/Faculty Liaison
 - a. Maintain and build relationships with School staff/faculty, alumni and other members of workplace community by maintaining open communication.
 - b. Participate on across campus committees or meetings relevant to project on behalf of the School.
 - c. Be the student voice to the building project by communicating students opinions and thoughts to all faculty/staff members and external parties involved for duration of involvement.
 - d. Assist in identifying needed features to be included in the building plans for diverse stakeholders that would support and enhance active student and alumni involvement and engagement. Ensure these features will be incorporated into the building project prior to the referendum being passed.
 - e. Portray student voice and represent building project to local politicians (Mayors, MLA's, and MP's) in hopes of coordinating efforts to increase funding for the building's cause.
 - f. 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.

- g. Work together with the KUS and other Kinesiology student groups towards passing a referendum in March 2015 in order to secure funding for the project.
- h. Use different media and modes of communication in order to educate the population on project and the desired referendum.
- i. Hold open forums to facilitate discussion, relay messages, and receive feedback and/or input from the student and staff population of the School of Kinesiology.
- j. Develop voting stations for the election period in conjunction with the KUS to increase voting numbers for the referendum question.
- k. Form a student-run Action Committee comprised of approximately 10 undergraduate and masters students for the duration of May 2014-April 2015. Students will represent the diversity within the School of Kinesiology. The group will contain: transfer students, commuting students, international students, etc.

2. Marketing

- a. With the assistance of a specialized hire, will design visuals for advertisement (hand outs, displays, video, etc.).
- b. Develop and maintain social media platforms to keep students in the know about the project.
- c. Collaborate with Student Development, Kinsley Smith, and the KUS with advertising initiatives and messaging.
- 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. Build momentum within UBC and the community to increase awareness on the project and its beneficial initiatives.

Supervision Received:

This position reports to of 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 for quality assurance and effectiveness of results throughout the duration of the probation period of four months (May-August 2014).

Supervision Given:

The Special Projects Coordinator is given the right to supervise or facilitate the following on behalf of the Community Health Sciences Centre building project:

- Student Action Committee meetings
- Open forums in conjunction with the KUS on project-related content
- Accommodate student's drop-in questions or concerns revolving around the project by providing office hours with an open-door policy

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. Must be able to exercise a great deal of judgments and initiative in dealing with administrative matters where there are no established policies procedures or guidelines.

Wage and Conditions:

Starting wage for this position is set for \$16.56 per hour with the opportunity to be promoted upon evaluation. Payments will occur in a bi-weekly fashion and a \$30.00 monthly allowance for telephone bills will be added to the current salary for the months employed.

Working Conditions and Time Allocations:

This position has been allocated 25 hours/week for the months of May-August 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 to three office dates 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:

- Faculty involvement and external duties (Approx. 5-10 hours/week)
 - o Assigned tasks
 - o Communications (UBC, faculty and staff, community stakeholders, government)
- Marketing Campaign (Approx. 10-15 hours/week)
 - o Planning procedures
 - o Execution of campaign
- Meetings (Approx. 5 hours/week)
 - o Supervisor—Dr. Robert Sparks
 - o Student Committees
 - o GSAG
 - o KUS

Required Skills

- A highly self-motivated, creative individual with strong critical thinking and time-management skills
- A goal-oriented and results driven individual
- Experience or willingness to learn about the respective industries of Public Relations and Marketing
- Ability to envision and implement innovative and well-needed components of the Community Health Science Centre building project
- Excellent communication skills, both verbal and written in cross-cultural environments
- Demonstrated ability to work both independently and collaboratively with a variety of different stakeholders (students, faculty and staff, university representatives, government representatives, and community members)
- Proven ability to organize events, lead promotional activities, and coordinate student task-forces
- Ability to lead others and to function as an effective team member
- Ability to plan ahead, anticipate problems, and meet deadlines efficiently
- Ability to work flexible hours, including evenings and weekends

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