Organization Contact

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Overview

Pro Bono Students Canada (PBSC) is on a mission to provide free legal support to people and communities facing barriers to justice. Our work and partnerships are guided by our three core values: dignity, equity, and humility. PBSC recruits, trains, and matches law student volunteers with organizations working on the frontlines of Canada’s access to justice crisis, including community organizations, firms, courts, and tribunals. All student volunteers work under the supervision of qualified lawyers.

In furtherance of its mission, PBSC recruits volunteers that form part of a governing Executive Committee at each Chapter. All members of the Executive Committee are accountable to the Program Coordinators.

About PBSC Western

PBSC Western was founded in 1998 by the Faculty of Law. In recent years, we have had 50-70 law student volunteers with us annually. We partner with 20-30 organizations each year to provide a variety of legal information or education projects. As of May 2019, more than 300 organizations have been involved in PBSC’s Western Chapter. The PBSC Western Chapter is supported by our on-site supervisor Professor Kimberley Gagan, and the PBSC National Office.

Position Description

The Communications Coordinator is a volunteer that supports the Program Coordinators in branding and advertising PBSC Western to the students and local community. This role will include the development and maintenance of a 2023-2024 communications calendar and will
involve the development, promotion, and delivery of various social media posts. There is room to develop new social media posting strategies and content.

**Roles and Responsibilities**

- Manage PBSC Western’s Facebook, Twitter, and Instagram accounts in accordance with Chapter procedures and National Office guidelines (refer to *Online Engagement and Outreach Guidelines*).
- Update the PBSC Western website as directed by the Program Coordinators.
- Ensure that all funders are appropriately recognized in all communications.
- Create a detailed social media posting schedule for 2023-2024 so that content can be approved ahead of time by the Program Coordinators.
- Take initiative to develop and plan social media posts that will promote PBSC, engage volunteers and foster a sense of community.
- Work in collaboration with the Events Coordinator to create promotional material for upcoming events.
- Create posts and posters in Canva.
- Work to create a social media framework that can be used by future Communications Coordinators.
- Start building a database of images to be used in PBSC Western promotional material. This can be facilitated by Zoom while online, and hopefully in person pictures as well.
- Attend PBSC events to take pictures and document them on PBSC Western’s social media accounts.
- Attend bi-weekly meetings with the PBSC Western Executive Team.

**Anticipated Time Commitment**

- Summer: 3-5 hours per week.
- School-Year: 3-5 hours per week, with the exception of December and April. Students will not be expected to work on PBSC initiatives during exam months.