



**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 Western PBSC:**

Western PBSC was founded in 1998 by the Faculty of Law. In recent years, we have had 50-70 student law students volunteer 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 Western PBSC chapter is supported by our one-site supervisor Kimberly Gagan, and the PBSC National Office.

**Position Description:**

The Communication Coordinator is a volunteer that supports the Program Coordinators in branding and advertising PBSC at Western to the students and local community. This role will include the development and maintenance of a 2022-2023 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 Western's PBSC Facebook, Twitter and Instagram Accounts in accordance with Chapter procedures and National Office guidelines (refer to *Online Engagement and Outreach Guidelines*).
- Update the Western PBSC 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 2022-2023 so that content can be approved ahead of time by the Programming 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 Communication Coordinators.
- Start building a database of images to be used in Western PBSC 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 social media accounts.
- Attend bi-weekly meetings with the Western PBSC Executive Team.

### **Anticipated Time Commitment**

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