



## **USI VP Campaigns/ Leas-Uachtarán um Feachtais**

This document provides a brief overview of the key aspects of the Vice President for Campaigns' role. The day-to-day functions of any elected role will change in line with the key priorities at the time, and the policies which the role is mandated to carry out which change from year to year in line with the Annual Congress.

### ***The Vice President for Campaigns:***

- 5.6.1 The Vice President for Campaigns (hereinafter referred to as the VP/Campaigns) has overall responsibility for organising all Union campaigns.
- 5.6.2 The VP/Campaigns has the responsibility to organise and prepare campaign strategies and plans of action as required by National Council, Executive Team or Congress in pursuit of Union policy in liaison with the President.
- 5.6.3 The VP/Campaigns shall be responsible for overseeing Union publications, including electronic publications, in liaison with the President .
- 5.6.4 The VP/Campaigns oversees the work of the Campaigns Committee of which they are Chairperson.
- 5.6.5 The VP/Campaigns shall have overall responsibility for the coordination of Union Development, in liaison with the President and in accordance with Schedule M.

Essentially, this position looks after making sure things run smoothly in the organisation.

The VP Campaigns meets with policy officers to expand their ideas for events and campaigns and then helps turn them into a reality alongside the assistance of USI staff and external organisations. This will mean brainstorming ideas with the respective officer, pitching their own ideas in response, trying to “360” messaging to ensure it is appropriate, suggesting social media strategies to the PR manager, organizing the rollout of campaigns and the allocation of tasks among respective campaign teams. This part of the role is significantly logistics heavy and will require a significant amount of “tooting and froing” between executive team and USI staff.

The VP Campaigns also co-ordinates the National Campaign e.g Education for All, Break the Barriers, Education is etc. These campaigns are developed by the USI Campaigns strategy committee. This committee is made up of ~12 representatives of the USI national council and is elected on a regionally proportionate basis (i.e 3 per region). The VP works with these

representatives to develop the national campaign on an ongoing basis. The VP Campaigns works with member organisations and external organizations to make sure it is rolled out effectively on a local level. In ordinary years (non-pandemic) , the VP Campaigns would work closely with the Regional VPs to oversee that Member organisations across the country are receiving assistance with the campaign's rollout on their campus.

## **Committees**

### **Student Survey Communications Group (Every 2 months)**

This looks at how the Student Survey will be marketed and publicized in the year ahead.

### **Raise The Roof (ad-hoc)**

This is the national campaign for housing policy reform comprised of trade unions and other political actors),

### **Education Futures (ad-hoc)**

Formerly known as the coalition for Publicly Funded Education, this is focused on encouraging the government to change their policy on HE funding)

### **The Alliance for Insurance reform (every 2 months)**

This is a coalition of different organisations lobbying for reform to the insurance industry.

### **The National Housing and Homelessness coalition (ad-hoc)**

This group consists of trade unions, housing groups and political parties.

## **Boards**

In some events, the USI VP Campaigns may be nominated by USI to run as a candidate to sit on the NYCI Board at the NYCI AGM this has been done in the last two years, they sit however objectively on this board as a member of the NYCI instead of as a USI representative.

### **Campaigns Working Group (Every National Council)**

This is open to all members of USI National Council and is where plans from the USI Campaigns strategy committee are presented.

### **Campaigns Strategy Committee (Quarterly-more regularly)**

This committee is made up of ~12 representatives of the USI national council and is elected on a regionally proportionate basis (i.e 3 per region). The VP works with these representatives to develop the national campaign on an ongoing basis.

*Some ad-hoc committees may also appear focused on particular partner campaigns or initiatives as the year goes on.*

### **Campaigns and Events**

- The National Campaign is normally developed and confirmed over the Summer period and launched in early autumn. This campaign is developed by the USI campaigns strategy committee (who are elected representatives of the National Council) and may take the form of extensive lobbying, a large scale demonstration, local actions across the country, or walkouts.
- The campaigns of the organization. You will work closely with the relevant officer to oversee the turning of mandates into actions over the course of the year such as SHAG campaigns or Equality and Citizenship events.

### **Other information**

You will work very closely with the Public Relations Manager of the USI and co-ordinate the timing and messaging of campaigns across the organisation.

Overall, the role is about working with a number of different actors in the organisation and trying to balance different tasks. There is great opportunity to be creative and provide fellow officers with support that will enrich their campaigns and take pressure off their workload. It's a great experience, where like in many SU roles, no one day is the same. You will meet very interesting characters and be inspired by the work of those around you both inside your team and further afield. Getting to be part of a national student executive such as this one is a privilege in it's own right.

If you would like more information on this role, please contact Craig on [campaigns@usi.ie](mailto:campaigns@usi.ie).