

Active Minds Western Summer 2026 Position Descriptions

Advocacy Portfolio

Description: Under the supervision of the VP Advocacy, responsible for leading initiatives that amplify student voices and improve mental health support on campus. Through this role, directors will gain valuable experience in research and project management while contributing to a healthier and more supportive campus community.

Advocacy Director/Research Coordinator

- Under the supervision of VP Advocacy, conduct research on student mental health trends and emerging campus needs
- Collect and analyze student feedback through surveys and outreach initiatives
- Support advocacy campaigns aimed at improving student well-being and mental health resources
- Engage with campus partners and stakeholders to identify opportunities for positive change
- Assist in developing recommendations and reports that inform Active Minds Western's advocacy efforts
- Stay informed on current mental health issues, policies, and resources affecting post-secondary students

Communications Portfolio

Description: Responsible for all communication from official Active Minds Western email and social media accounts; Organize promotion of club activities to general members

Communications Director

- Support the VP Communications to promote club activities and market the club's message to students and the surrounding London community; Carry out promotion through social media accounts.

Creative Portfolio

Description: Provide further context and understanding of club values and events through creative content to be shared on social media as well as around campus, under the guidance of VP Creative. Communicate effectively with each portfolio for content creation.

Videographer/Photographer

- Photograph events throughout the year (including General Meetings, Socials, Events)
- Take pictures for online campaigns and keep organized photo folders within Google Drive
- Film events throughout the year and edit videos for publishing through Active Minds Western

Graphic Designer

- Use Canva to develop and create social marketing products for platforms such as Facebook, Instagram, and TikTok
- Develop and create ideas for Active Minds merchandise (including clothing items, stickers)

VP Creative

- Oversee the design and coordination of all graphics, videography, and photography used for club outreach and promotional efforts.
- Plan and execute social media campaigns, online events, and creative projects that align with the club's mission and initiatives, enhance member engagement, and broaden the club's reach.
- Ensure smooth coordination and deadline management by working closely with Communications and Events teams to align media efforts with club activities.

Education Portfolio

Description: Responsible for promoting wellness and spreading mental health awareness through establishing educational avenues for engagement both internally and externally to the club.

Education Director

- Develop and lead workshops and initiatives centered on enhancing mental health literacy, reducing stigma, and promoting self-care techniques.
- Create pathways for student engagement in mental health awareness and advocacy, including opportunities such as career advancement, volunteerism, and beyond.
- Compile information from existing literature and campus resources to create accessible and educational resources for students.

External Portfolio

Description: Plan and lead communication and collaboration with external parties (clubs, businesses, and community organizations) to build partnerships and grow Active Minds' presence at Western.

External Director

- Building relationships with campus clubs and councils
- Connecting with local businesses for discounts, perks, and donations
- Partnering with community organizations on volunteer opportunities and collaborations
- Maintaining ongoing contact with partners and following through on opportunities

You'll be placed into a specific focus area (Campus Relations, Community & Business Relations, or Sponsorships & Partnerships) based on your strengths and interests.

Events Portfolio

Description: Plan and execute all major/flagship events by Active Minds Western throughout the year, as well as socials for general members. The events portfolio helps translate mental health advocacy into tangible experiences for the Western student body.

Events Director

- Under the guidance of the VP of Events, responsible for planning, organization, and execution of events and socials while coordinating with other portfolios
- Fosters a welcoming and engaging atmosphere at all events and socials

Internal Portfolio

Description: Foster a connected and engaged Executive Team through clear and effective communication across portfolios; promote member involvement throughout the year by organizing volunteer opportunities, social events, and team-building initiatives.

Internal Director

- Assist the VP Internal in planning and running general meetings; regularly follow up with Executive Team members to support role progression and personal development; organize social and team-bonding events, and help strengthen connections across the Executive Team.