



USC HYPE TEAM

POSITION DESCRIPTION

The HYPE TEAM is a “promotional team” of the University Students’ Council, working under the HYPE TEAM Coordinator and Communications Officer, tasked to market events and distribute information and resources on student services organized by the USC to undergraduate students at Western University. HYPE TEAM will strive to create and implement innovative public engagement campaigns that garner student feedback and enlist student participation.

HYPE TEAM’s portfolio will consist of the following:

- a. Major Promotional Campaign
 - i. HYPE TEAM is responsible for the execution of large-scale promotional campaigns for USC services or student initiatives
 - ii. Major Promotional Campaigns will be selected by the Communications Officer and the HYPE TEAM Coordinator during to the Fall Academic Term
 - iii. HYPE TEAM members will formulate Project Teams assigned to specific Major Promotional Campaigns

- b. Minor Promotional Project
 - i. Assist other USC services, groups, or volunteers in the execution of promotional campaigns for their respective events.
 - ii. HYPE TEAM’s participation is dependent on sufficient notice being given, as determined by the HYPE TEAM Coordinator

- c. Special Events & Incentivized Ticket Sales
 - i. Members will have the opportunity to sell tickets for USC events;
 - ii. Members may receive compensation in the form of goods or services for their time and effort.