



USC CHIEF MARKETING COORDINATOR INTERNSHIP

Purpose of the USC Internship Program

To develop a meaningful relationship between students and USC staff in order to promote mutual learning and experience.

POSITION SUMMARY

The USC Chief Marketing Coordinator Intern will create and facilitate the USC's marketing, promotions and branding strategy under the direction of the Vice President Communications.

Duties

1. Assist in the coordination of USC marketing, promotions and branding efforts
2. Work with and support the Advertising Commissioner, Media Productions Commissioner, Social Media Commissioner and Team USC Coordinator in the execution of the day-to-day activities of USC marketing and branding
3. Actively research and look for new ways to expand and strengthen USC marketing strategies
4. Provide consistent recommendations on how to improve the USC marketing and branding strategy to the Vice President Communications
5. Assist the Vice President Communications in the allocation of USC marketing resources to other USC commissioners, coordinators, executive and staff
6. Implementation of Corporate Branding strategy as adopted by the USC Executive
7. Deliver messaging and campaigns that are consistent with the USC's brand and mission
8. Provide consistent briefings to the Vice President Communications on USC marketing and branding efforts.

Qualifications

- Strong oral and written communication and networking skills
- Knowledge of Windows based software
- In depth knowledge of various social media platforms such as twitter, facebook, instagram, etc.
- Must be creative, innovative and show a strong sense of initiative
- Ability to work with and support a team of volunteers
- Strong communication, analytical and problem-solving skills
- Must be a current enrolled UWO student
- Enrollment in a communications based program and/or equivalent experience would be an asset

Compensation

- \$14/hour, 10-15 hours/week

Tentative Start Date: Beginning of August



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Please forward resume for review by May 3rd, 2013 at 4:30 p.m. to:

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