



# USC CHIEF PUBLIC AFFAIRS 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 Public Affairs Coordinator Intern will strategically create and facilitate public relations efforts for the USC under the direction of the Vice President Communications.

## Duties

1. Assist in the coordination of USC Public Relations Efforts
2. Work with and support the Big Purple Couch Coordinator, Publications Coordinator, Student Feedback Coordinator in the execution of the day-to-day activities of USC public affairs
3. Actively research and look for new ways to expand and strengthen USC public affairs
4. Build relationships with campus and local media for the purpose of pitching news stories
5. Implementation of Corporate Branding strategy as adopted by the USC Executive
6. Be responsible for media releases, media tracking, and on-site media management
7. Assist in the implementation of USC marketing and promotions campaigns as decided by the Vice President Communications
8. Only deliver the messaging that is decided upon by the USC Executive
9. Support and facilitate a diverse student campus media landscape however possible
10. Provide consistent briefings to the Vice President Communications on USC Public Affairs
11. Draft media releases on behalf of the USC to effectively disseminate the USC's message to the appropriate campus and off campus media outlets.

## Qualifications

- Strong oral and written communication and networking skills
- Knowledge of Windows based software
- Ability to work with and support a team of volunteers
- Strong communication, analytic and problem-solving skills
- Media Awareness
- 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*



## **USC CHIEF PUBLIC AFFAIRS COORDINATOR INTERNSHIP**

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

**Karla Pacheco**

**Human Resources Generalist**

**University Students' Council of The University of Western Ontario**

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***The University Students' Council of the University of Western Ontario is an equal opportunity employer.***