



USC MARKETING AND PROMOTIONS 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 Marketing and Promotions Intern will be integral in creating awareness campaigns for all USC initiatives, operations and events. The essence of this position is to promote the diverse operations employed at the University Students' Council at Western University while enhancing the overall student experience on campus.

General Responsibilities

- *Promotions:* creating and distributing promotional materials for events.
- *Social Media Campaigns:* promote and create awareness of events and initiatives on all Social Media facets for USC operations.
- *Photography & Videography:* responsible for taking and editing photos and videos from all events, and their distribution on Social Media outlets.
- *Event/Initiative Campaigns:* responsible for creating and executing a marketing event from start to finish.
 - *As required:* selling tickets for shows and promoting contests online
- *Marketing and Promotional Meetings:* attendance at the weekly marketing and promotion meetings.
 - *As required:* network with USC Social Media Coordinator to converse about Twitter and Facebook updates, as well as any other upcoming promotions or contests.
- *Social Media Oversight:* keep all operational Facebook pages up-to-date and continual upload of brand-new content.
 - *As required:* update cover photo on Facebook, schedule all Social Media announcements on Hootsuite and update photos on Facebook.

Qualifications

- Must be an undergraduate student at Western University
- Strong Social Media awareness (proficient at Twitter, Facebook, YouTube, and Hootsuite)
- Experience with web design, app design or computer programming,
- Experience promoting larger events
- Experience in a leadership role
- Substantial knowledge of photography and editing expertise
- Substantial knowledge of video production and editing expertise
- Basic computer technical skills (proficient in Microsoft Word, Excel, Access, PowerPoint, and Adobe)

Compensation

\$14/hour, 15 hours per week

Tentative Start Date: Beginning of May (can be flexible)

Please forward resume for review by March 21st, 2014 at 4:30 PM to:

Online Application:
[http://www.usc.uwo.ca/forms/view.php?](http://www.usc.uwo.ca/forms/view.php?id=188379)
id=188379

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