



University Students' Council of the University of Western Ontario POSITION DESCRIPTION

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SUPERSEDES: 04/01/2013

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: MARKETING AND PROMOTIONS INTERN

2.00 POSITION OVERVIEW:

- (1) 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.

3.00 PRIMARY RESPONSIBILITIES:

- (1) *Promotions:* responsible for creating promotional materials for events and distributing these materials across all Social Media facets and around campus.
- (2) *Social Media Campaigns:* promote and create awareness of events and initiatives on all Social Media facets for USC operations.
- (3) *Photography & Videography:* responsible for taking and editing photos and videos from all events, and their distribution on Social Media outlets.
- (4) *Event/Initiative Campaigns:* responsible for creating and executing a marketing event from start to finish.
 - a. *As required:* selling tickets for shows, promoting contests online, and being available to be the front runner for all USC events.
- (5) *Marketing and Promotional Meetings:* attendance at the weekly marketing and promotion meetings to discuss, brainstorm, plan and timeline upcoming campaigns.
 - a. *As required:* network with USC Social Media Coordinator to converse about Twitter and Facebook updates, as well as any other upcoming promotions or contests.
- (6) *Social Media Oversight:* keep all operational Facebook pages up-to-date and continual upload of brand-new content to keep students engaged and aware of USC operational offerings.
 - a. *As required:* update cover photo on Facebook, schedule all Social Media announcements on Hootsuite, update photos on Facebook, and any other tasks deemed appropriate by the Marketing and Promotions Coordinator.
- (7) *Other Duties:* this internship will offer a variety of opportunities to shadow in each area of marketing and promotions at the USC, as well as gain experience in a professional work environment. The Marketing and Promotions Coordinator will make opportunities available for professional development in this role.

4.00 QUALIFICATIONS:

- (1) Prior knowledge, background or experience in marketing and promotions is fundamental for this role. Qualified candidates for this position must be an undergraduate student of



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Western University. Qualified candidates will have strengths in the following areas:

- a) Excellent interpersonal rapport with young adults,
- b) Excellent oral and written communication skills,
- c) Experience working in a group and facilitating team learning,
- d) Ability to work independently on projects,
- e) Excellent time management skills,
- f) Strong Social Media awareness (proficient at Twitter, Facebook, YouTube, and Hootsuite),
- g) Strong creative thinking skills,
- h) Experience with web design, app design or computer programming,
- i) Experience promoting larger events,
- j) Experience in a leadership role,
- k) Substantial knowledge of photography and editing expertise,
- l) Substantial knowledge of video production and editing expertise,
- m) Ability to manage several different projects at once,
- n) Basic computer technical skills (proficient in Microsoft Word, Excel, Access, PowerPoint, and Adobe),
- o) Strong public speaking skills, and
- p) Detail and task oriented.

5.00 TIME COMMITMENT:

- (1) The time commitment is a maximum of fifteen hours of work per week on average. Additional hours may be required during peak months (September, October, January and February), as directed by the Marketing and Promotions Coordinator. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Mandatory attendance at weekly meetings with fellow Marketing and Promotions Interns, Marketing and Promotions Coordinator, Managing Director of Facilities and Operations, and the Human Resources Coordinator.
- (3) Commitment to attend events and campus initiatives.

6.00 TRAINING/SUPPORT:

- (1) There will be a Health and Safety training seminar conducted at the beginning of your employment. This seminar is mandatory as all members of the USC must attend.
- (2) There will be an Orientation Day conducted in August to familiarize the Intern with the USC operations, fellow interns and staff.
- (3) On-the-job training will be provided on an ongoing basis by the Managing Director of Facilities and Operations, the Marketing and Promotions Coordinator, and the Human Resources Coordinator.
- (4) If there are additional professional development seminars deemed appropriate for the Individual's success in the role, the Marketing and Promotions Coordinator will approve and arrange training as required.

7.00 LEARNING OUTCOMES:



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- (1) The Marketing and Promotions Intern will be provided with a structured professional development opportunity to build their personal and organizational capacity. This position will equip the Intern with the skills needed to successfully promote and market events at the USC. This learning opportunity is geared for students who desire the competitive advantage of real world experience executing marketing campaigns and have future aspirations of entering the industry of Marketing and Promotions. This Individual will leave with the knowledge of new marketing and promotional skills, quantifiable experience, and a portfolio which showcases their many successfully executed creative projects.

8.00 COMMUNITY IMPACT:

- (1) The Marketing and Promotions Intern has the opportunity to directly impact student life and engagement at the University Students' Council at Western University by creating small and large-scale events and programming. This position will allow for a direct impact on the enhancement of USC's diverse range of operations. The role of Marketing and Promotions Intern will be to broaden and advance this relationship between students and the USC.

9.00 EVALUATION:

- (1) *Formative Assessment:* The Marketing and Promotions Coordinator and Human Resources Coordinator will maintain an ongoing and open dialogue of informal feedback with the Marketing and Promotions Intern. This informal process of feedback will be completed on-the-job and will aid in identifying learning needs for successful task completion. This will allow for instructional guidance in learning a new skill and being able to execute assigned tasks and projects successfully. This type of feedback goes both ways so as to allow the Marketing and Promotions Intern to obtain a meaningful experience while also informing the Marketing and Promotions Coordinator, as well as the Human Resources Coordinator, about any specific learning and development goals they hope to achieve.
- (2) *Summative Assessment:* There will be three formal feedback surveys conducted throughout the Marketing and Promotions Intern's employment. These surveys are to provide the Intern with the ability to articulate their experiences so far and to evaluate their program to identify any learning opportunities they would like to participate in. The second aspect of the summative assessment is formally conducted by the Marketing and Promotions Coordinator, in conjunction with the Human Resources Coordinator, to evaluate all strengths, any necessary improvements and communicate future projects with the Marketing and Promotions Intern. This collaborative assessment will allow for all involved to communicate how the experience has been so far and to evaluate the overall job performance.

10.00 SUPERVISION:

- (1) The Marketing Promotions Intern will report directly to the Marketing and Promotions Coordinator at the University Students' Council at Western University. The Marketing and Promotions Coordinator can be contacted at 519-661-2111 ext. 83007. Their office is



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located on the second floor, room 295, in the University Community Center at Western University.

- (2) The Marketing and Promotions Intern's primary support for all coordination and payroll purposes will be the Human Resources Coordinator at the University Students' Council at Western University. The Human Resources Coordinator can be contacted at 519-661-2111 ext. 87585, and their office is located on the third floor, Room 308, in the University Community Center at Western University.
- (3) The secondary support for the Marketing and Promotions Intern will be the Managing Director of Facilities and Operations located on the third floor, room 307, in the University Community Center at Western University and can be contacted at 519-661-2111 ext. 82196.

11.00 ADDITIONAL INFORMATION:

- (1) A familiarity with the political and organizational structure of the USC and an understanding of its services and operations is an asset but not required.
- (2) A familiarity with the Western and London community and engagement is integral to being successful in this role.
- (3) An Individual who is enthusiastic about making a difference and learning new challenges will benefit from this experience.