



University Students' Council of the University of Western Ontario  
**POSITION DESCRIPTION**  
**SOCIAL ENGAGEMENT INTERN**

**EFFECTIVE:** 15/03/2016

**SUPERSEDES:** 01/01/2015

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**AUTHORITY:**

**RATIFIED BY:**

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**1.00 POSITION TITLE: SOCIAL ENGAGEMENT INTERN**

**2.00 POSITION OVERVIEW:**

- (1) Reporting to the Senior Manager, Promotions and Commercial Partnerships, the Social Engagement Intern is responsible for implementing a social media strategy, day-to-day social scheduling and facilitating continual interaction between the USC Promotions, its subsidiaries and Western students. Enhancing the overall student experience is paramount.

**3.00 PRIMARY RESPONSIBILITIES:**

- (1) Create, write, edit, manage and oversee social media related content on Facebook, Twitter, Instagram, YouTube or other relevant networking sites for USC Promotion campaigns.
- (2) Monitor, log and identify key findings through USC Promotions analytics. Compile information, and prepare reports for presentation.
- (3) Work closely with USC subsidiaries and volunteers to provide education and direction to ensure proper content and messaging is executed online and meets organizational goals.
- (4) Monitors any and all mention of USC Promotions and its campaigns found online.
- (5) Work with USC Promotions team to create and carry-out contests, coupons to promote USC operations, events and campaigns.
- (6) Ensure the USC is up-to-date with the latest social media practices, expanding into new platforms where necessary; Adhere to the USC branding guidelines, USC bylaws, policies, and procedures.
- (7) Create content for the USC's social media, a platform that is relevant, engaging and timely through all stages of a promotional campaign (before, during and after).
- (8) Maintain frequent communication with the USC Social Media Coordinator to ensure there is no duplication or miscommunication through all campaigns. Strengthen relationships by supporting each other's campaigns.



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- (9) Complete a Final Report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.
- (10) Promotional Meetings: attendance at the promotion meetings to discuss, brainstorm, plan and timeline upcoming campaigns.
- (11) This internship will offer a variety of opportunities to gain experience in a professional work environment.

**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 Western University. Qualified candidates will have strengths in the following areas:
  - a) *Management:* The Social Engagement Intern will act as project manager for all the projects related to their portfolio. Strong organizational and time management skills are paramount to the success of these projects. The Social Engagement Intern should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
  - b) *Interpersonal Communication:* The Social Engagement Intern position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums.
  - c) *Creativity:* Possesses a natural openness to new ideas and creative thinking. Has a tendency to demonstrate a high degree of curiosity and a propensity to "think outside the box" when designing programs and events.
  - d) *Strong technical skills:* Hootsuite, Facebook, Twitter, Instagram, YouTube, Google Analytics, Google Adwords, Facebook Analytics and Twitter Analytics.
  - e) *Basic technical skills:* Microsoft Word, Excel, PowerPoint, Google Drive, and Wordpress.
  - f) Excellent interpersonal rapport with young adults.
  - g) Social media planning and implementation skills.
  - h) Excellent proofreading, editing and written communication skills (proficient at writing marketing advertisements).



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- i) Experience working in a group and facilitating team learning.
- j) Ability to work independently on projects and with a team.
- k) Excellent time management skills.
- l) Strong organizational and prioritization skills.
- m) Strong creative thinking skills.
- n) Keeps a positive demeanour under pressure.
- o) Experience with surveys and data collection.
- p) Detail and task oriented.

**5.00 TIME COMMITMENT:**

- (1) The time commitment is a maximum of fifteen hours of work per week. Additional hours may be required during peak months (September, October, January and February), as directed by the Senior Manager, Promotions and Commercial Partnerships. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Mandatory attendance at meetings with fellow Interns, and the USC Senior Manager, Promotions and Commercial Partnerships.
- (3) Commitment to attend events and campus initiatives.
- (4) The Social Engagement Intern shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

**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.



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- (3) On-the-job training will be provided on an ongoing basis by the Senior Manager, Promotions and Commercial Partnerships.
- (4) If there are additional professional development seminars deemed appropriate for the Individual's success in the role, the Senior Manager, Promotions and Commercial Partnerships will approve and arrange training as required.

**7.00 LEARNING OUTCOMES:**

- (1) The Social Engagement Intern will learn how to manage a project from start to finish, working with a variety of different stakeholders to creatively execute programming throughout the year.
- (2) They will demonstrate an understanding of and act in the mediating role of the professional communicator within organizations, between organizations and between the organization and the general public.
- (3) The Social Engagement Intern will gain valuable experience with software and hardware related to photography, and videography.
- (4) The Social Engagement Intern will develop skills related to advertising, marketing and promotions.

**8.00 COMMUNITY IMPACT:**

- (1) The Social Engagement 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 the USC's diverse range of operations. The role of the Social Engagement Intern will be to broaden and advance this relationship between students and the USC.

**9.00 EVALUATION:**

- (1) *Formative Assessment:* The Senior Manager, Promotions and Commercial Partnerships will maintain an ongoing and open dialogue of informal feedback with the Social Engagement 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 Social Engagement Intern to obtain a meaningful experience while also informing the Senior Manager, Promotions and Commercial Partnerships about any specific learning and development goals they hope to achieve.
- (2) *Summative Assessment:* There will be two formal feedback surveys conducted throughout



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the Social Engagement 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 Senior Manager, Promotions and Commercial Partnerships to evaluate all strengths, any necessary improvements and communicate future projects with the Social Engagement 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 Social Engagement Intern will report directly to the Senior Manager, Promotions and Commercial Partnerships at the University Students' Council at Western University. The Senior Manager, Promotions and Commercial Partnerships can be contacted at 519-661-2111 ext. 83572.
- (2) The Social Engagement 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 311, in the University Community Center at Western University.

**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.



University Students' Council of the University of Western Ontario  
**POSITION DESCRIPTION**  
**PROMOTIONAL PHOTOGRAPHER/VIDEOGRAPHER INTERN**

**EFFECTIVE:** 15/03/2016

**SUPERSEDES:** 01/01/2015

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**AUTHORITY:**

**RATIFIED BY:**

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**1.00 POSITION TITLE: PROMOTIONAL PHOTOGRAPHER/VIDEOGRAPHER INTERN**

**2.00 POSITION OVERVIEW:**

- (1) Reporting to the Photography and Video Productions Coordinator, the Promotional Photographer/Videographer Intern is responsible for capturing and editing photos and videos for various USC events. Enhancing the overall student experience is paramount.

**3.00 PRIMARY RESPONSIBILITIES:**

- (1) Plan and execute the creation of promotional photos/videos at various USC events.
- (2) Edit photos and videos captured at various events in a timely fashion.
- (3) Adhere to the different guidelines for capturing photos and videos at each event, which will be outlined by the Photography and Video Productions Coordinator.
- (4) Work collaboratively with various USC Operations and USC Services to create promotional photos and/or video.
- (5) Work USC Promotions team to create and carry-out contests, coupons to promote USC operations, events and campaigns.
- (6) Maintain frequent communication with the Photography and Video Productions Coordinator to maintain consistent visioning and outcomes.
- (7) Adhere to USC bylaws, policies, and procedures.
- (8) Complete a Final Report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.

**4.00 QUALIFICATIONS:**

- (1) *Project Management:* The Promotional Photographer/Videographer Intern will act as project manager for all the projects related to their portfolio. Strong organizational and time management skills are paramount to the success of these projects. The Promotional Photographer/Videographer Intern should be flexible, able to critically



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### PROMOTIONAL PHOTOGRAPHER/VIDEOGRAPHER INTERN

assess and troubleshoot problems and demonstrate effective problem solving in the role.

- (2) *Interpersonal Communication:* The Promotional Photographer/Videographer Intern position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums.
- (3) *Creativity:* Possesses a natural openness to new ideas and creative thinking. Has a tendency to demonstrate a high degree of curiosity and a propensity to “think outside the box” when designing programs and events.
- (4) *Strong technical skills:* Adobe Photoshop, After Effects, Premiere, and Lightroom
- (5) *Basic technical skills:* Microsoft Word, Excel, PowerPoint, Google Drive, and Adobe Illustrator are assets.

#### 5.00 TIME COMMITMENT:

- (1) The time commitment is a maximum of fifteen hours of work per week. Additional hours may be required during peak months (September, October, January and February), as directed by the Photography and Video Productions Coordinator. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Mandatory attendance at meetings with fellow Interns, and the Photography and Video Productions Coordinator.
- (3) Commitment to attend events and campus initiatives.
- (4) The Promotional Photographer / Videographer Intern shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

#### 6.00 TRAINING/SUPPORT:

- (1) There will be a Health and Safety training seminar conducted at the beginning of their 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.



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- (3) On-the-job training will be provided on an ongoing basis by the Photography and Video Productions Coordinator.
- (4) If there are additional professional development seminars deemed appropriate for the Individual's success in the role, the Photography and Video Productions Coordinator will approve and arrange training as required.

#### 7.00 LEARNING OUTCOMES:

- (1) The Promotional Photographer/Videographer Intern will learn how to manage a project from start to finish, working with a variety of different stakeholders to creatively execute programming throughout the year.
- (2) They will demonstrate an understanding of and act in the mediating role of professional communicator within and between organizations, and between the organization and the general public.
- (3) The Promotional Photographer/Videographer Intern will gain valuable experience with software and hardware related to photography, and videography.
- (4) The Promotional Photographer/Videographer Intern will develop skills related to the production of visual material for the purpose of advertising, marketing and promotions.

#### 8.00 COMMUNITY IMPACT:

- (1) The Promotional Photographer/Videographer 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 the Promotions Intern will be to broaden and advance this relationship between students and the USC.

#### 9.00 EVALUATION:

- (1) *Formative Assessment:* The Photography and Video Productions Coordinator will maintain an ongoing and open dialogue of informal feedback with the Promotional Photographer/Videographer 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 Promotional Photographer/Videographer Intern to obtain a meaningful experience while also informing the Photography and Video Productions Coordinator about any specific learning and development goals they hope to achieve.





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- (2) *Summative Assessment:* There will be two formal feedback surveys conducted throughout the Promotional Photographer/Videographer 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 Photography and Video Productions Coordinator to evaluate all strengths, any necessary improvements and communicate future projects with the Promotional Photographer/Videographer 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 Promotional Photographer/Videographer Intern will report directly to the Photography and Video Productions Coordinator at the University Students' Council at Western University. The Photography and Video Productions Coordinator can be contacted at 519-661-2111 ext. 81167.
- (2) The Promotional Photographer/Videographer 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 311, in the University Community Center at Western University.

#### 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.



University Students' Council of the University of Western Ontario  
**POSITION DESCRIPTION**  
**MARKETING & EVENTS INTERN**

**EFFECTIVE:** 15/03/2016

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**1.00 POSITION TITLE: MARKETING & EVENTS INTERN**

**2.00 POSITION OVERVIEW:**

- (1) Reporting to the Senior Manager, Promotions and Commercial Partnerships, the Marketing & Events Intern will be integral in creating awareness campaigns for all USC initiatives, operations and events. They are also responsible for creating excitement, increasing foot-traffic and event revenue for USC Events & Building Services and its subsidiaries.

**3.00 PRIMARY RESPONSIBILITIES:**

- (1) Build-up awareness of all USC Promotional campaigns and events to students across the University Campus.
- (2) Schedule meetings to meet with clients and/or volunteers to debrief after events to discuss successes and failures.
- (3) Monitor, log and identify key findings after evaluating event involvement. Compile information, and prepare reports for presentation.
- (4) Active participation may be required to plan events in busy times during the school year. Some evening and weekend work will be required for this Individual.
- (5) Complete a Final Report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.
- (6) Event Meetings: attendance at the event and building services meetings to discuss, brainstorm, plan and timeline upcoming campaigns.
- (7) This internship will offer a variety of opportunities to gain experience in a professional work environment.

**4.00 QUALIFICATIONS:**

Qualified candidates for this position must be an undergraduate student of Western University.

Qualified candidates will have strengths in the following areas:



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- a) Excellent oral and written communication skills,
- b) Experience working in a group and facilitating team learning,
- c) Ability to work independently on projects,
- d) Excellent time management skills,
- e) Strong creative thinking skills,
- f) Experience promoting larger events,
- g) Experience in a leadership role,
- h) Substantial knowledge of photography and editing,
- i) Ability to manage several projects at once,
- j) Basic computer technical skills (proficient in Microsoft Word, Excel, PowerPoint, and Adobe),
- k) Excellent interpersonal rapport,
- l) Strong public speaking skills, and
- m) Detail and task oriented.

**5.00 TIME COMMITMENT:**

- (1) The time commitment is a maximum of fifteen hours of work per week. Additional hours may be required during peak months (August, September, October, February and March), as directed by the Senior Manager, Promotions and Commercial Partnerships. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Commitment to attend events and campus initiatives.
- (3) May be required to be on site during the summer months for meetings or events.
- (4) The Marketing & Events Intern shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

**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 as stipulated in their employment contract.
- (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 Senior Manager, Promotions and Commercial Partnerships.
- (4) If there are additional professional development seminars deemed appropriate for the Individual's success in the role, the Senior Manager will approve and arrange training as required.



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### 7.00 LEARNING OUTCOMES:

- (1) The Marketing & Events Intern will learn how to manage a project from start to finish, working with a variety of different stakeholders to creatively execute programming throughout the year.
- (2) They will demonstrate an understanding of and act in the mediating role of the professional communicator within the organization, between organizations and the general public.
- (3) The Marketing & Events Intern will gain valuable experience with software and hardware related to photography and/or videography.
- (4) The Marketing & Events Intern will develop skills related to the production of visual material for the purpose of advertising, marketing and promotions.

### 8.00 COMMUNITY IMPACT:

- (1) The Marketing & Events 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 the Marketing & Events Intern will be to broaden and advance this relationship between students and the USC.

### 9.00 EVALUATION:

- (1) *Formative Assessment:* The Senior Manager, Promotions and Commercial Partnerships will maintain an ongoing and open dialogue of informal feedback with the Marketing & Events 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 & Events Intern to obtain a meaningful experience while also informing the Senior Manager about any specific learning and development goals they hope to achieve.
- (2) *Summative Assessment:* There will be two formal feedback surveys conducted throughout the Marketing & Events 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 Senior Manager to evaluate all strengths, any necessary improvements and communicate future projects with the Marketing & Events Intern. This collaborative assessment will allow for all involved to communicate how the experience has been so far and to evaluate the overall job



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performance.

**10.00 SUPERVISION:**

- (1) The Marketing & Events Intern will report directly to the Senior Manager, Promotions and Commercial Partnerships at the University Students' Council at Western University. The Senior Manager can be contacted at 519-661-2111 ext. 83572.
- (2) The Marketing & Events 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 311, in the University Community Center at Western University.

**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.



University Students' Council of the University of Western Ontario  
**POSITION DESCRIPTION**  
**GRAPHIC DESIGN INTERN**

**EFFECTIVE:** 15/03/2016

**SUPERSEDES:** 01/01/2015

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**AUTHORITY:**

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**1.00 POSITION TITLE: GRAPHIC DESIGN INTERN**

**2.00 POSITION OVERVIEW:**

- (1) The Graphic Design Intern is responsible for creating graphics for various print and web campaigns for USC events under the direction of the Senior Manager, Promotions and Commercial Partnerships. Enhancing the overall student experience is paramount.

**3.00 PRIMARY RESPONSIBILITIES:**

- (1) Work closely with USC full time employees to handle organizational projects and create cutting edge ideas.
- (2) Create engaging graphics for various print and web campaigns for USC events. Deliverable examples are event posters, rave cards, graphics for social applications (Facebook, Twitter, Instagram, etc.).
- (3) Adhere to the USC branding guidelines, USC bylaws, policies, and procedures.
- (4) Work with USC Promotions team to create and carry-out contests, coupons to promote USC operations, events and campaigns.
- (5) Work collaboratively with various USC Operations and USC Services to create promotional graphics.
- (6) Complete a Final Report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.
- (7) Promotional Meetings: attendance at the promotion meetings to discuss, brainstorm, plan and timeline upcoming campaigns.
- (8) 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.

**4.00 QUALIFICATIONS:**

- 1) Prior knowledge, background or experience in graphics is fundamental for this role.



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Qualified candidates for this position must be an undergraduate student of Western University. Qualified candidates will have strengths in the following areas:

- a) *Management*: The Graphic Design Intern will act as project manager for all the projects related to their portfolio. Strong organizational and time management skills are paramount to the success of these projects. The Graphic Design Intern should be flexible, able to critically assess and troubleshoot problems, and demonstrate effective problem solving in the role.
- b) *Interpersonal Communication*: The Graphic Design Intern position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders. Able to provide constructive feedback to project stakeholders and communicate expectations effectively through written and oral mediums.
- c) *Creativity*: Possesses a natural openness to new ideas and creative thinking. Has a tendency to demonstrate a high degree of curiosity and a propensity to “think outside the box” when designing programs and events.
- d) *Strong technical skills*: Adobe Photoshop, Illustrator, InDesign, Acrobat.
- e) *Basic technical skills*: Microsoft Word, Excel, PowerPoint, Google Drive, Wordpress, and HTML are assets.
- f) Excellent interpersonal rapport with young adults.
- g) Excellent proofreading, editing and written communication skills (proficient at writing marketing advertisements).
- h) Experience working in a group and facilitating team learning.
- i) Ability to work independently on projects.
- j) Excellent time management skills.
- k) Strong Social Media experience (Twitter, Facebook, Instagram, YouTube, etc.).
- l) Strong organizational and prioritization skills.
- m) Strong creative thinking skills.
- n) Keeps a positive demeanour under pressure.
- o) Detail and task oriented.



## POSITION DESCRIPTION GRAPHIC DESIGN INTERN

### 5.00 TIME COMMITMENT:

- (1) The time commitment is a maximum of fifteen hours of work per week. Additional hours may be required during peak months (September, October, January and February), as directed by the Senior Manager, Promotions and Commercial Partnerships. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Mandatory attendance at meetings with fellow Interns, and USC Senior Manager, Promotions and Commercial Partnerships.
- (3) Commitment to attend events and campus initiatives.
- (4) The Graphic Design Intern shall participate in the transition of responsibilities with their successor in the months preceding the end of their term.

### 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 Senior Manager, Promotions and Commercial Partnerships.
- (4) If there are additional professional development seminars deemed appropriate for the Individual's success in the role, the Senior Manager, Promotions and Commercial Partnerships will approve and arrange training as required.

### 7.00 LEARNING OUTCOMES:

- (1) The Graphic Design Intern will learn how to manage a project from start to finish, working with a variety of different stakeholders to creatively execute programming throughout the year.
- (2) They will demonstrate an understanding of acting in the mediating role between the needs of the client and organization.
- (3) The Graphic Design Intern will gain valuable experience with software and hardware.





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- (4) The Graphic Design Intern will develop skills related to the production of visual material for the purpose of advertising, marketing and promotions.

### 8.00 COMMUNITY IMPACT:

- (1) The Graphic Design Intern has the opportunity to directly impact student life and engagement at the University Students' Council at Western University by using their creativity and skill-set. This position will allow for a direct impact on the enhancement of the USC's diverse range of operations. The role of the Graphic Design Intern will be to broaden and advance this relationship between students and the USC.

### 9.00 EVALUATION:

- (1) *Formative Assessment:* The Senior Manager, Promotions and Commercial Partnerships will maintain an ongoing and open dialogue of informal feedback with the Graphic Design 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 Graphic Design Intern to obtain a meaningful experience while also informing the Senior Manager, Promotions and Commercial Partnerships about any specific learning and development goals they hope to achieve.
- (2) *Summative Assessment:* There will be two formal feedback surveys conducted throughout the Graphic Design 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 Senior Manager, Promotions and Commercial Partnerships to evaluate all strengths, any necessary improvements and communicate future projects with the Graphic Design 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 Graphic Design Intern will report directly to the Senior Manager, Promotions and Commercial Partnerships at the University Students' Council at Western University. The Senior Manager, Promotions and Commercial Partnerships can be contacted at 519-661-2111 ext. 83572.
- (2) The Graphic Design 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-



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2111 ext. 87585, and their office is located on the third floor, Room 311, in the University Community Center at Western University.

**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.