



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

EFFECTIVE: 15/03/2016

SUPERSEDES: 01/01/2016

AUTHORITY:

RATIFIED BY:

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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.