



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

EFFECTIVE: 15/03/2016

SUPERSEDES: 01/01/2015

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.