



University Students' Council of the University of Western Ontario
POSITION DESCRIPTION
EVENT MARKETING & PROMOTIONS

EFFECTIVE: 01/01/2017

SUPERSEDES: 01/01/2016

AUTHORITY: Executive

RATIFIED BY: Executive

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1.00 POSITION TITLE: EVENT MARKETING & PROMOTIONS INTERN

2.00 POSITION OVERVIEW:

- (1) Reporting to the Senior Manager, Promotions & Commercial Partnership the Event Marketing & Promotions Intern is front-line leader who is responsible for creating excitement, increasing foot-traffic and some event revenue for USC Promotions and its subsidiaries. The Event Marketing & Promotions Intern is also in-charge of hiring and managing a "Street-Team" of volunteers to carry-out the goals of USC Promotions while enhancing the overall student experience.

3.00 PRIMARY RESPONSIBILITIES:

- (1) Build-up awareness of all USC Promotional campaigns to students across the University Campus.
- (2) Interview, hire and manage a team of volunteers who will help facilitate promotions before, after and during events.
- (3) Schedule meetings to meet with volunteers before events to review goals, assign tasks. Meet with volunteers to debrief after events to discuss successes and failures.
- (4) Monitor, log and identify key findings after evaluating event involvement. Compile information, and prepare reports for presentation.
- (5) Active participation may be required to plan events in busy times during the school year. Some evening and weekend work will be required by this Individual and their volunteers.
- (6) Work closely with Social Engagement & Marketing Promotions Intern, Graphic Design & Marketing Promotions Intern, and Promotional Photographer/Videographer Intern to ensure messaging is consistent across all phases of a promotions campaign.
- (7) Work with USC Promotions team to create and carry-out contests, coupons to promote USC operations, events and campaigns.
- (8) Complete a Final Report at the end of the winter academic term (April) in compliance with the USC's Final Reports Procedure.



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- (9) Promotional Meetings: attendance at the promotion meetings to discuss, brainstorm, plan and timeline upcoming campaigns.
- (10) 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 Event Marketing & Promotions Intern will act as project leader for all the projects related to their portfolio. Strong organizational and time management skills are paramount to the success of these projects. The Event Marketing & Promotions Intern should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
 - b) *Interpersonal Communication:* The Event Marketing & Promotions 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) Must have an outgoing personality with high energy.
 - e) Flexible schedule.
 - f) Self-motivated, being able to motivate others, understanding empathy; organizational skills; being able to take and give direction.
 - g) Keeps a positive demeanour under pressure.
 - h) Results-driven.
 - i) *Basic technical skills:* Microsoft Word, Excel, PowerPoint, Google Drive, and have an awareness of Social Media tools.



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- j) Excellent proofreading, editing and written communication skills (proficient at writing marketing advertisements).
- k) Experience working in a group and facilitating team learning.
- l) Work with volunteers to create a work schedule for them that will enhance their experience at Western.
- m) Ability to work independently on projects and with a team.
- n) Excellent time management skills.
- o) Strong organizational and prioritization skills.
- p) Strong creative thinking skills.
- q) Experience with surveys and data collection.
- r) Experience working customer service with conflict resolution.
- s) Understanding and compliance of the Ally Western Program.
- t) May require some heavy lifting with some extended periods of time on feet.
- u) Experience promoting larger events.
- v) Experience in a leadership role.
- w) 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 & Commercial Partnership. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Mandatory attendance at meetings with fellow Interns, and Senior Manager, Promotions & Commercial Partnership.
- (3) Commitment to attend events and campus initiatives.



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- (4) The Event Marketing & Promotions 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 & Commercial Partnership.
- (4) If there is additional professional development seminars deemed appropriate for the Individual's success in the role, the Senior Manager, Promotions & Commercial Partnership will approve and arrange training as required.

7.00 LEARNING OUTCOMES:

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

9.00 EVALUATION:

- (1) *Formative Assessment:* The Senior Manager, Promotions & Commercial Partnership will



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maintain an ongoing and open dialogue of informal feedback with the Event Marketing & 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 Event Marketing & Promotions 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 three formal feedback surveys conducted throughout the Event Marketing & 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 Senior Manager, Promotions & Commercial Partnership to evaluate all strengths, any necessary improvements and communicate future projects with the Event Marketing & 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 Event Marketing & Promotions Intern will report directly to the Senior Manager, Promotions & Commercial Partnership at the University Students' Council at Western University. The Senior Manager can be contacted at 519-661-3572. Their office is located in Room 340D University Community Center at Western University.
- (2) Event Marketing & 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 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.
- (4) An Individual with standard First Aid & CPR training is considered an asset.