



University Students' Council of the University of Western Ontario
POSITION DESCRIPTION
PROMOTIONAL MULTIMEDIA GRAPHICS INTERN

EFFECTIVE:

SUPERSEDES:

AUTHORITY:

RATIFIED BY:

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1.00 POSITION TITLE: PROMOTIONAL MULTIMEDIA GRAPHICS INTERN

2.00 POSITION OVERVIEW:

- (1) The Promotional Multimedia Graphics Intern is responsible for creating digital images and animations for various social media/web campaigns and videos for USC initiatives under the direction of the Promotions Marketing and Social Media Coordinator. Enhancing the overall student experience is paramount.

3.00 PRIMARY RESPONSIBILITIES:

- (1) *Design:* Responsible for creating engaging and well-designed artwork for the promotion of USC initiatives via social media, video and the web.
- (2) *Collaboration:* Work closely with USC Interns, Volunteers, and Coordinators to create promotional graphics. Attend planning meetings to discuss, brainstorm, and timeline upcoming campaigns. Provide expertise on the creation of effective promotional materials.
- (3) *Project Management:* Track and manage workflow, communicate with stakeholders, manage change requests, ensure product is delivered on time.
- (4) *Administration:* Adhere to the USC branding guidelines, USC bylaws, policies, and procedures. Complete a Final Report at the end of the academic term in compliance with the USC's Final Reports Procedure.
- (5) *Other Duties:* This internship will offer a variety of opportunities to shadow in other areas 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. 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 Promotional Multimedia Graphics Intern should be flexible, able to critically assess and troubleshoot problems, and demonstrate effective problem solving in the role. Strong organizational and time management skills



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are paramount to the success of this position.

- b) *Interpersonal Communication*: The Promotional Multimedia Graphics 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 stakeholders and communicate expectations effectively through written and oral mediums. Experience working in a group and facilitating team learning.
- 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 images for projects.
- d) *Strong technical skills*: Adobe Photoshop, Illustrator, InDesign, Acrobat, After Effects. Excellent proofreading, editing and written communication skills (proficient at writing marketing advertisements).
- e) *Basic technical skills*: Microsoft Word, Excel, PowerPoint, Google Drive, WordPress, HTML, DSLR photography & videography 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 Promotions Marketing and Social Media Coordinator. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Mandatory attendance at meetings with USC Promotions Interns, Volunteers and the USC Promotions Marketing and Social Media Coordinator.
- (3) Commitment to attend events and campus initiatives.
- (4) The Promotional Multimedia Graphics 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 Promotions Marketing and Social Media Coordinator.
- (4) If there are additional professional development seminars deemed appropriate for the Individual's success in the role, the Promotions Marketing and Social Media Coordinator will approve and arrange training as required.

7.00 LEARNING OUTCOMES:

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

9.00 EVALUATION:

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



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The second aspect of the summative assessment is formally conducted by the Promotions Marketing and Social Media Coordinator to evaluate all strengths, any necessary improvements and communicate future projects with the Promotional Multimedia Graphics 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 Multimedia Graphics Intern will report directly to the Promotions Marketing and Social Media Coordinator at the University Students' Council at Western University. The Promotions Marketing and Social Media Coordinator can be contacted at 519-661-2111 ext. _____.
- (2) The Promotional Multimedia Graphics 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.