



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

EFFECTIVE: 01/01/2017

SUPERSEDES: 01/01/2016

AUTHORITY:

RATIFIED BY:

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1.00 POSITION TITLE: PROMOTIONAL PHOTOGRAPHER/VIDEOGRAPHER INTERN

2.00 POSITION OVERVIEW:

- (1) Reporting to the Photography & Video Production 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 various guidelines for capturing photos and videos at each event, which will be outlined by the Photography & Video Production Coordinator.
- (4) Work collaboratively with various USC Operations and USC Services to create promotional photos and/or videos.
- (5) Work with USC Promotions team to create and carry-out contests and campaigns to promote USC operations and events.
- (6) Maintain frequent communication with the Photography & Video Production 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 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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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. Have a tendency to demonstrate a high degree of curiosity and a propensity to “think outside the box” when designing and creating projects.
- (4) *Strong technical skills*: DSLR Photography, Adobe Photoshop, After Effects, Premiere, and Lightroom.
- (5) *Basic technical skills*: Microsoft Word, Excel, PowerPoint, Google Drive, Dropbox 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 & Video Production Coordinator. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Mandatory attendance at meetings with fellow Interns/Volunteers and the USC Promotions Photography & Video Production 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 & Video Production Coordinator.
- (4) If there are additional professional development seminars deemed appropriate for the Individual's success in the role, the Photography & Video Production 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 & Video Production 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 & Video Production Coordinator about any specific learning and development goals they hope to achieve.



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- (2) *Summative Assessment:* There will be three 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 & Video Production 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 & Video Production Coordinator at the University Students' Council at Western University. The Photography & Video Production Coordinator can be contacted at 519-661-2111 ext. 81167. Their office is located on the second level, room 267, in the University Community Center at Western University.
- (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.