



University Students' Council of the University of Western Ontario
POSITION DESCRIPTION
USC SERVICES AND OPERATIONS MARKETING

EFFECTIVE: 01/01/2017

SUPERSEDES:

AUTHORITY:

RATIFIED BY:

PAGE | 1 of 3

1.00 POSITION TITLE: USC SERVICES AND OPERATIONS MARKETING INTERN

2.00 POSITION OVERVIEW:

- (1) The USC Services and Operations Marketing (SOM) Intern will be integral in creating awareness campaigns for all USC service and operational events. They will work with the management to define effective marketing strategies and execute integrated communication pieces to help successfully reach key business goals. The essence of this position is to promote the USC services and operations while enhancing the overall student experience on campus.

3.00 PRIMARY RESPONSIBILITIES:

- (1) *Promotions:* responsible for creating promotional materials for events and distributing these materials across all Social Media facets and around campus.
- (2) *Event/Initiative Campaigns:* responsible for creating and executing a marketing event from start to finish.
- (3) *Competitive Research:* Provide support to the USC services and operations by generating competitive reports specific to upcoming initiatives. This may include research on general industry trends and best practices, as well as examples of projects produced by other colleges and universities.
- (4) *Administration:* Provide support on various project management and resource-management related tasks, as well as other administrative tasks, as needed.
- (5) *Other Duties:* this Internship will offer a variety of opportunities to shadow in each area of marketing and research at the USC, as well as gain experience in a professional work environment. The USC will make opportunities available for professional development in this role.

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) Excellent interpersonal rapport,
- b) Exceptional project management skills,
- c) Excellent oral and written communication skills,
- d) Experience working in a group and facilitating team learning,
- e) Ability to work independently on projects,
- f) Excellent time management skills,



University Students' Council of the University of Western Ontario
POSITION DESCRIPTION
USC SERVICES AND OPERATIONS MARKETING

PAGE | 2 of 3

- g) Strong creative thinking skills,
- h) Experience marketing research and events,
- i) Experience in a leadership role,
- j) Substantial knowledge of printing and file management,
- k) Ability to manage several projects at once,
- l) Basic computer technical skills (proficient in Microsoft Word, Excel, PowerPoint, and Adobe),
- m) Strong public speaking skills, and
- n) Detail and task oriented.

5.00 TIME COMMITMENT:

- (1) The time commitment is a maximum of fifteen hours of work per week on average. Additional hours may be required during peak months (September, October, January and February), as directed by the USC management team. Additional hours will be communicated and mutually agreed upon in advance, when necessary.
- (2) Commitment to attend events and campus initiatives, both when appropriate and when the student is available.

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 USC management team.
- (4) If there is additional professional development seminars deemed appropriate for the Individual's success in the role, the USC management team will approve and arrange training as required.

7.00 LEARNING OUTCOMES:

- (1) The SOM Intern will be provided with a structured professional development opportunity to build their personal and organizational capacity. This position will equip the Intern with the skills needed to successfully promote and market the services and operations at the USC. This learning opportunity is geared for students who desire the competitive advantage of real world experience executing marketing campaigns and have future aspirations of entering the industry of Marketing. This Individual will leave with the knowledge of new marketing and research skills, quantifiable experience, and many successfully executed creative projects.

8.00 COMMUNITY IMPACT:

- (1) The SOM Intern has the opportunity to directly impact student life and engagement at the University Students' Council at Western University by creating and analyzing marketing initiatives. This position will allow for a direct impact on the enhancement of USC's diverse



University Students' Council of the University of Western Ontario
POSITION DESCRIPTION
USC SERVICES AND OPERATIONS MARKETING

PAGE | 3 of 3

range of operations. The role of SOM Intern will be to broaden and advance this relationship between students and the USC.

9.00 EVALUATION:

- (1) *Formative Assessment:* The USC management team will maintain an ongoing and open dialogue of informal feedback with the SOM 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 SOM Intern to obtain a meaningful experience while also informing the USC management team about any specific learning and development goals they hope to achieve.
- (2) *Summative Assessment:* There will be two formal feedback surveys conducted throughout the SOM 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 USC management team to evaluate all strengths, any necessary improvements and communicate future projects with the SOM 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 primary support for the SOM Intern will be the USC management team.
- (2) The SOM 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.