



University Students' Council – Position Description

Position Title:	Marketing Intern
Supervisor:	Marketing Co-op
Remuneration:	\$16/ per hour
Hours of Work:	Maximum of 15 hours per week* minimal hours during the summer
Term:	June 2019- April 2020

(1) Position

OVERVIEW:

The USC Marketing Intern is dedicated to promoting the USC programming, initiatives, and involvement opportunities to students at large through various marketing and promotional campaigns. The Intern will be involved with initiating campaigns that foster student engagement as well as creating awareness for the USC Operations by offering students an opportunity at large for feedback.

DUTIES AND RESPONSIBILITIES:

- (1) Oversees marketing initiatives for USC operations informing students of the events and programming.
- (2) Work with the Marketing Co-op as well as other USC Stakeholders to develop a plan for the year to align the Hype Team's structure with current USC priorities, then select and oversee all Hype Team members.
- (3) Execute effective promotional campaigns on behalf of the USC for various events and initiatives that align with Hype Team's five pillars.
- (4) Host and facilitate live events to promote and advertise the USC and its operations for the purpose of informing and involving others in the USC.
- (5) Work in conjunction with the Marketing Co-op on the training and skill development of the Hype Team members to ensure that each member has the proper training to speak to students effectively about the USC.
- (6) Work with various USC associates/coordinators and staff members to execute USC Hype Team projects.

QUALIFICATIONS:

The qualified candidate must be an undergraduate student at Western University with a passion to learn about promotional ideas.

KNOWLEDGE, SKILLS and ABILITIES:

- (1) The USC Marketing Intern position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders.
- (2) The USC Marketing Intern will act as project manager for all the projects assigned to the Hype Team and therefore strong organizational and time management skills are paramount to the success of promotional campaigns.
- (3) In leading the Hype Team the Intern should have effective group facilitation skills to ensure a positive and productive experience for all members.
- (4) The Marketing Intern should be flexible, able to critically assess and troubleshoot problems and demonstrate effective problem solving in the role.
- (5) Knowledge of the structure of the USC and its operations and services is an asset.

TRAINING:

The Marketing Intern will be required to attend all USC-mandated training sessions for their position, as determined by the Manager of Promotions and the Promotions Department.

The Marketing Intern will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.