University Students' Council – Position Description

Position Title: Graphic Design Intern
Supervisor: Graphic Designer/ Illustrator
Remuneration: $16 / hour

3 Positions (Sept 2020-April 2021, max 15 hours per week)
OVERVIEW:

The Graphic Design Intern is responsible for creating images for various print and social media /web campaigns for USC student led initiatives as well as projects requested by clients. This position will work under the direction of the Graphic Designer/Illustrator, USC Promotions. Enhancing the overall student experience is paramount.

DUTIES AND RESPONSIBILITIES:

- *Design:* responsible for creating engaging and well-designed artwork for the promotion of USC initiatives via print, social media and web channels. Deliverable examples are event posters, rave cards, graphics for Facebook, Twitter, Instagram, etc.

- *Collaboration:* Work closely with USC Interns, Associate Vice-Presidents, 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.

- *Project Management:* Track and manage workflow, communicate with stakeholders, manage change requests, ensure product is delivered on time.

- *Administration:* Adhere to the USC branding guidelines, USC bylaws, policies, and procedures.

- *Other Duties:* This internship will offer a variety of opportunities to shadow in other area of marketing and promotions at the USC, as well as gain experience in a professional work environment.

QUALIFICATIONS:

Prior knowledge, background or experience in graphic design is fundamental for this role. Qualified candidates for this position must be an undergraduate student of Western University. An Intern cannot be a USC Councillor during their term as an Intern.

Qualified candidates will have strengths in the following areas:

Project Management: Strong organizational and time management skills are paramount to the success of these projects. The Graphic Design Intern should be flexible, able to critically assess and troubleshoot problems, and demonstrate effective problem solving in the role.

Interpersonal Communication: The Graphic Design Intern position requires strong interpersonal communication skills, given the need to work concurrently with a number of project stakeholders.

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 programs and events.

Strong technical skills: Adobe Illustrator, InDesign, Photoshop and Acrobat. Excellent proofreading, editing and written communication skills (proficient at writing marketing advertisements)

Basic technical skills: Microsoft Word, Excel, PowerPoint, Google Drive, WordPress, and HTML are assets.

KNOWLEDGE, SKILLS and ABILITIES:

- The Graphic Design 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.

- They will gain an understanding of acting in the mediating role between the needs of the client and organization.

- The Graphic Design Intern will gain valuable experience with software and hardware.

- The Graphic Design Intern will develop skills related to the production of visual material for the purpose of advertising, marketing and promotions.

TRAINING:

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