



University Students' Council – Position Description

Position Title: Social Media Intern
Supervisor: Senior Manager, Promotions and Commercial Partnerships
Remuneration: \$16/ per hour

2 Positions (Sept 2020-April 2021, max 15 hours per week)

OVERVIEW:

Under the direction of the Senior Manager, Promotions and Commercial Partnerships the Social Media Intern will engage and connect with students and the community through the USC's social media platforms. In addition, the Intern, Social Media will act as a steward of the USC's brand, and will strategically create and facilitate communications efforts for the USC on all social media platforms.

DUTIES AND RESPONSIBILITIES:

- (1) Keep the social media platforms relevant, up-to-date, and representative of the priorities of the USC. Maintain balance between being informative and appealing to our demographic.
- (2) Create engaging focused content targeted to students on all USC social media platforms, aim to increase reach beyond follower base.
- (3) Work closely with Senior Manager, Promotions and Commercial Partnerships to develop the USC's communication strategy and foster an engaging, representative social media presence.
- (4) Plan, develop and execute public education campaigns to support advocacy efforts using a variety of mediums and communication channels. Use relevant hashtags and cross-promotional methods.
- (5) Garner student feedback through a variety of methods on social media.
- (6) Under the direction of the Senior Manager, Promotions and Commercial Partnerships, help act as a gatekeeper to balance competing promotional needs within the USC.
- (7) Under the direction of the Senior Manager, Promotions and Commercial Partnerships, manage all social media collaboration with USC departments and student groups and organizations on social platforms.
- (8) Track conversations regarding the USC across different platforms as well as social media trends, use data to strategize future posts.
- (9) Maintain a cohesive Instagram aesthetic: brainstorm unique and engaging content, colour correct when needed, ensure both feed and posts are visually appealing.
- (10) Adhere to USC bylaws, policies and procedures.

QUALIFICATIONS:

Qualified candidates for this position must be an undergraduate student of Western University and have a passion to learn and engage in corporate Social Media efforts.

KNOWLEDGE, SKILLS and ABILITIES:

Project Management Skills: Identifies project needs, develops plans, mobilizes available resources, adapts to changing circumstances, sets priorities and manages their time in order to effectively meet deadlines. Detail-oriented with a strong sense of follow-through. Approaches a complex task or problem by breaking it down into its component parts.

Communication Skills: Strong written and verbal communication. Actively listens to the issues of others in a manner that elicits cooperation and engagement.

Team Facilitation: Provide consistent leadership and support to a project-based team. Motivates with purpose and leverages the diverse skills of a team to best complement their collective goals.

Evaluative and Analytical: Understands and appreciates the value of metrics and feels comfortable using metrics to inform future decisions. Takes learning from each experience and uses critical thought to make adjustments for future endeavors. Gives constructive feedback to team members.

Adaptable and Resilient: Integrates input and perspectives from multiple stakeholders. Flexible and able to accommodate or integrate last-minute adjustments. Maintains energy and commitment in the face of setbacks or change.

Proactivity: Anticipates future projects and seeks out information and resources needed to take initiative. Reconfigures processes and patterns in light of changing needs or circumstance. Anticipates, understands and strategizes around public relations needs instead of reacting to events and circumstance. Takes initiative to assist other areas in the USC with public education campaigns.

Exceptional Writing Skills: Can write persuasively and employ rhetoric. Can use simple and succinct language to communicate complex ideas. Able to edit and paraphrase others' writing for maximum impact. Utilizes proper grammar and syntax at all times.

Systemic Thinking: Thinks tactically and with foresight, identifying trends and priorities. Comfortable working in politically charged bureaucratic environments. Confidently implements small-scale decision making to realize large-scale goals.

Research Skills: Able to provide issue analysis and additional information as required to ensure best practices and up-to-date context. Can identify relevant information and subsequent implications from high volumes of material.

Professionalism and Discretion: Uses diplomacy and respect engaging with inquiries and concerns. Can be trusted with sensitive or strategic information. Provides helpful feedback and information to internal and external stakeholders in a consistent and timely manner.

TRAINING:

The Social Media Intern will be required to attend all USC-mandated training sessions for their position, as determined by the Senior Manager, Promotions and Commercial Partnerships and the Promotions Department.

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