



## ***University Students' Council – Position Description***

<b>Position Title:</b>	Social Media Promotions & Mobilization Intern
<b>Supervisor:</b>	Promotions Manager
<b>Remuneration:</b>	\$40,000 Annual Salary + Benefits and Vacation
<b>Hours of Work:</b>	Full-time position, 35 hours per week
<b>Term</b>	June 1, 2024 - April 30, 2025

### **OVERVIEW:**

Under the direction of the Promotions Manager, the Social Media Promotions & Mobilization Intern will drive student engagement through content on the USC's platforms. Collaborating with Team USC, the Social Media Promotions & Mobilization Intern will execute digital and in-person event promotion strategies, providing real-time coverage and fostering community excitement. The Intern will also analyze metrics, compile post-event reports, and stay updated on emerging trends for innovative marketing approaches.

### **DUTIES AND RESPONSIBILITIES:**

- Create engaging focused content targeted to students on all USC social media platforms, aim to increase reach and engagement beyond the follower base.
- Under the direction of Promotions Manager, ideate and execute social media strategies for promoting upcoming events. Craft engaging content to generate interest and drive attendance to events.
- Monitor social media channels and respond to inquiries, engage with attendees, and encourage user-generated content. Foster a sense of community and excitement around events through interactive social media and in-person activities.
- Under the direction of Promotions Manager, work in collaboration with Team USC to execute experiential marketing.
- Provide real-time coverage during events through live posting on various social media platforms. Capture behind-the-scenes moments, interviews, and highlights to create a dynamic and engaging online experience for the audience.
- Track and analyze social media metrics related to campaign performance. Compile post-event reports with insights, engagement metrics, and recommendations for future improvements.
- Stay informed about emerging trends in social media marketing and events promotion. Explore innovative ways to leverage new features and technologies for enhanced event marketing.
- Adhere to USC bylaws, policies and procedures
- Act as the USC's "unofficial" spokesperson on the USC social media accounts

## **QUALIFICATIONS:**

- Must be a graduating student at Western University or be willing to take a full year off of school
- Must be able to work irregular hours
- An Intern cannot hold another USC paid position, USC Councilor position, or Director position on the USC Board of Directors.

## **KNOWLEDGE, SKILLS and ABILITIES:**

- Detail-oriented with a strong sense of follow-through. Approaches a complex task or problem by breaking it down into its component parts.
- Strong written and verbal communication. Actively listens to the issues of others in a manner that elicits cooperation and engagement.
- Understands and appreciates the value of metrics and feels comfortable using metrics to inform future decisions.
- Ability to learn from each experience and use critical thought to make adjustments for future endeavours.
- Comfortable being in videos and other content for the USC's social media accounts
- Flexible and able to accommodate or integrate last-minute adjustments.
- Maintains energy and commitment in the face of setbacks or change.
- Anticipates future projects and seeks out information and resources needed to take initiative. Can write persuasively and employ rhetoric. Able to 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.
- Comfortable working in politically charged bureaucratic environments. Confidently implements small-scale decision making to realize large-scale goals.
- Can identify relevant information and subsequent implications from high volumes of material.
- Uses diplomacy and respect when 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 Promotions & Mobilization Intern will be required to attend all USC-mandated training sessions for their position, as determined by the Promotions Manager and the Human Resources Department. The Social Media Promotions & Mobilization Intern will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.

**Additional Information:**

Please note that the Intern positions are now full time roles with an **11-month contract from June to April**. These roles will be filled by graduating students of Western University in an undergraduate or professional degree program or those from the same programs willing to take a full year off. The work hours are 9:00am - 5:00pm from Monday to Friday; however, these hours are subject to change due to fluctuating operating hours. Work hours may be adjusted to accommodate the increased workload during peak periods. Occasional pre-approved overtime may be required.

The USC is operating fully in person, and thus the successful candidate must be able to work on campus. This position will receive Health and Dental Benefits, Defined Contribution RESP/Pension Plan and vacation.