



University Students' Council – Position Description

Position Title: Marketing and Catering Intern, Food and Beverage

Supervisor: Senior Manager of Hospitality Services

Remuneration: \$45,748.08 annual salary + Benefits and Vacation

Hours of Work: Full time hours (35 hours a week)

Term: June 1, 2023 - April 30, 2024

OVERVIEW:

The Marketing and Catering Intern will focus on campaign development and customer growth for the Food and Beverage operations at the USC (The Spoke and The Wave). This role will work closely with the Communications department to execute designed programs and advertising initiatives. In addition, a priority for this role will be to assist the Executive Chef with administrative support (approximately 30% of the role).

The Marketing & Catering Intern will establish restaurant brand positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments. They will lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration. This role will participate in content creation, social media posting and scheduling. In addition, they will monitor and update content on our website and build a database of website subscribers for the purpose of text and email marketing which will focus on special offers, promotions and secret menus.

The goal of this position is to grow customer engagement driving increased customer visits to the Spoke and the Wave, solicit customer feedback and build subscribers to our social media accounts and website club.

DUTIES AND RESPONSIBILITIES:

Marketing and Social Media:

- Establish, implement, and oversee the Wave & Spoke's digital strategy and social media presence.
 - Generate, edit, publish, share and monitor daily content.
 - Respond to followers and customers
 - Schedule social media posts across all platforms using a scheduling software. Create promotional calendars to maximize scheduling and ensure cohesive messaging.
- Generate high quality content (photos, videos and graphics) to support F&B marketing efforts. This will be supported by the USC communications department when required for larger campaigns and for content that requires additional resources.
- Analyze customer insights, consumer trends and marketing best practices to build successful strategies.

- Review analytics across multiple platforms and extract key insights for future campaigns to provide formal proposals and recommendations on marketing strategies. Use these metrics to also measure effectiveness and sales performance.
- Maintain current knowledge of F&B menus, events, promotions and the competitive landscape, in order to properly inform communication plans.
- Manage content and communication through Spoke and Wave Websites. Market and manage signups for the Spoke & Wave clubs and push out email and text promotional communications to club members.
- Set up and optimize company pages within each platform to increase the visibility of the company's social content.
- Attend F&B programming and special events to engage with our customer, generate live social content and post event recaps.
- Assign work and oversee part-time food and beverage social media student employees.

Catering Administrative Support:

- Assist the Executive Chef with responding to clients, organizing and prioritizing incoming requests.
- Set up Google Drive folders and catering Trello boards for team communication on all incoming and confirmed catering bookings.
- Work with the Executive Chef to communicate event details, menus and quotes to clients. Event details and menus will be created by the Executive Chef and KM.
- Detail marketing campaigns and promotions for the catering program to increase business volume and market share on campus.
- Other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES:

- Adequate knowledge of social analytics, design, web development, and all social media platforms.

QUALIFICATIONS:

- Must be a graduating student at Western University or be willing to take a full year off of school
- An Intern cannot hold another USC paid position, USC Councilor position, or Director position on the USC Board of Directors.
- Must be flexible with work schedules and be available, as needed, to work evenings, holidays, and weekends.

TRAINING:

The Marketing and Catering Intern will be required to attend all USC-mandated training sessions for their position, as determined by the Senior Manager, Hospitality Services.

The Marketing and Catering 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.