



University Students' Council – Position Description

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| Position Title: | Graphic Design Intern |
| Supervisor: | Creative Manager |
| Remuneration: | \$40,000 Annual Salary + Benefits and Vacation |
| Hours of Work: | Full time position (35 hours per week) |
| Term | June 1, 2024 - April 30, 2025 |

OVERVIEW:

The Graphic Design Intern is responsible for creating graphic and illustrative assets for various print, social media, advertising, web materials, and other digital assets as needed to promote the USC student-led initiatives as well as projects requested by clients. This position will work under the direction of the Creative Manager in the Communications Department. Enhancing the overall student experience is paramount.

DUTIES AND RESPONSIBILITIES:

- *Design:* responsible for creating engaging and well-designed creative assets to promote USC initiatives via print, social media, advertising, web, and other digital channels. Deliverable examples are event posters, rave cards, digital screen advertisements and graphics for social media channels.
- *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 in the creation of effective promotional materials.
- *Project Management:* Track and manage workflow, communicate with stakeholders, manage change requests, and deliver products on time.
- *Administration:* Adhere to the USC brand guidelines, USC bylaws, policies, and procedures.
- *Other Duties:* This internship will offer a variety of opportunities to shadow in different areas of communications and marketing at the USC and offer experience in a professional work environment.

QUALIFICATIONS:

- Prior knowledge, background, or experience in graphic design is fundamental for this role.
- 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.

QUALIFIED CANDIDATES WILL HAVE STRENGTHS IN THE FOLLOWING AREAS:

- *Project Management:* Strong organizational and time management skills are paramount to the success of the role. The Graphic Design Intern should be flexible, critically assess and troubleshoot problems, and demonstrate effective problem-solving skills.
- *Interpersonal Communication:* The Graphic Design Intern position requires strong interpersonal communication skills, given the need to work concurrently with several project stakeholders.
- *Creativity:* Possesses a natural openness to new ideas and creative thinking. Demonstrates 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, Adobe InDesign, Adobe Photoshop, Adobe Acrobat, Procreate, and Canva. Excellent proofreading, editing, and written communication skills (proficient at writing copy for marketing materials.)
- *Basic Technical Skills:* Microsoft Word, Excel, PowerPoint, Google Workspace programs, and Dropbox. Knowledge and skills in Blender, creating 3D digital materials, WordPress, HTML, and CSS are assets.

KNOWLEDGE, SKILLS and ABILITIES:

- The Graphic Design Intern will learn how to manage a project from start to finish, working with various stakeholders to execute design work throughout the year.
- They will gain an understanding of the mediating role between the client’s needs and the organization.
- The Graphic Design Intern will gain valuable experience with software and hardware.
- The Graphic Design Intern will develop skills in producing visual materials for communications, marketing, and promotions.

TRAINING:

The Graphic Design Intern will be required to attend all USC-mandated training sessions for their position, as determined by the Creative Manager and the Human Resources Department. The Graphic Design Intern will be expected to participate in 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.