



University Students' Council – Position Description

Position Title:	Social Media Promotions & Mobilization Intern
Supervisor:	Promotions Manager
Remuneration:	\$42,000 Annual Salary + Benefits and Vacation
Hours of Work:	Full-time position, 35 hours per week
Term	June 2, 2025 - April 30, 2026

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. The Social Media Promotions & Mobilization Intern will execute omnichannel event promotion strategies, providing real-time coverage and fostering community excitement, often collaborating with the Social Media Outreach Intern. The Intern will also analyze metrics, compile reports, and stay updated on emerging trends for innovative marketing approaches. The primary focus of this role is centred around the promotion and strategy of USC events and the Purple Store.

DUTIES AND RESPONSIBILITIES:

- Create engaging focused content targeted to students on all USC social media platforms, aiming to increase reach and engagement beyond the follower base.
- Generate creative ideas and develop innovative campaigns to enhance engagement, promote events, and spotlight initiatives for the Purple Store and other USC client accounts.
- 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 primarily through the USC Events and Purple Store social accounts. Foster a sense of community and excitement around events through interactive social media and in-person activities.
- Assist Promotions Manager with the Hype Team. Help integrate the Hype Team into USC culture and inspire students to engage and participate in events.
- 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 pre-event strategy reports and 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 and Purple Store 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 have a flexible schedule to attend events outside of regular work hours.
- An Intern cannot hold another USC paid position (USC Operation, AVP, Coordinator, Governance Leader) or USC Councillor, Purple Care Trustee, or Director position on the USC Board of Directors or the Appeals Board.

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 marketing 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 featured in content, such as social media, videos, and other promotional materials for the USC.
- 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.
- 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 People and Development 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.