



University Students' Council – Position Description

Position Title:	Social Media Student Outreach 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 Student Outreach Intern will engage and connect with students and the community through the USC's social media channels. As a steward of the USC, the Social Media Outreach Intern will collaborate with internal and external stakeholders to strategically create and execute communication plans that reflect the USC's branding and goals to the student body. This often includes using in-person and digital marketing tactics alongside the Social Media Promotions & Mobilization Intern. In addition, the Social Media Student Outreach Intern will analyze and report on metrics related to the USC's accounts, social media and marketing trends to provide constructive feedback as needed. Moreover, the chosen candidate will be responsible for maintaining and furthering the USC's social media accounts using creative social media tactics and staying up to date on emerging trends.

DUTIES AND RESPONSIBILITIES:

- 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.
- Create engaging focused content targeted to students on all USC social media platforms, aim to increase reach and engagement beyond the follower base.
- Keep the USC's social media platforms relevant by staying up-to-date with the latest social media trends and marketing strategies, creating engaging content with the target audience of Western students as priority, and increasing the reach and engagement metrics of the follower base.
- Ensure all social media posts align with the USC's branding and goals.
- Work closely with other team members, including the Graphic Designer, Manager, Photography and Graphic Design, and other USC Interns, to develop USC's communication tactics that foster an engaging and representative social media presence.
- Plan, develop and execute public education campaigns to support advocacy efforts using a variety of mediums and communication channels. Use relevant social media and cross-promotional methods.
- Coordinate the execution of the content calendar and schedule posts across different social media channels to ensure timely posting, especially where third parties are involved and to maintain a strong online presence. Monitor and respond to comments, messages, and mentions on social media platforms. Foster positive relationships with followers and actively engage in conversations to enhance brand awareness.

- Track and analyze social media metrics related to campaign performance. Compile post-campaign reports with insights, engagement metrics, and recommendations for future improvements.
- Adhere to USC bylaws, policies and procedures.
- Keep up-to-date on social media trends, best practices, and new platforms.
- 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 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 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.
- Skilled in persuasive writing, simplifying complex ideas, and editing for clarity and impact, while maintaining proper grammar and syntax.
- Comfortable employing different language tactics relevant to the circumstances and social media platforms
- 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. Confident in identifying relevant information to inform subsequent implications from high volumes of material to both internal and external stakeholders in a consistent and timely manner.
- Uses the right amount of discretion and respect when engaging with inquiries and concerns. Can be trusted with sensitive or strategic information.

TRAINING:

- The Social Media Student Outreach 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 Student Outreach 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.