



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

<b>Position Title:</b>	Social Media Student Outreach 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 Student Outreach Intern will engage and connect with students and the community through the USC's digital media channels. In addition, the Social Media Student Outreach Intern will act as a steward of the USC's brand, and will strategically create and facilitate communications efforts for the USC on all social media platforms.

### **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.
- Work closely with the Promotions Manager to develop the USC's communication tactics and foster an engaging, 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 hashtags and cross-promotional methods.
- Garner student feedback through a variety of methods on social media.
- Under the direction of the Promotions Manager, help act as a gatekeeper to balance competing promotional needs within the USC.
- Under the direction of the Promotions Manager, manage all social media collaboration with USC departments, student groups and organizations on social platforms.
- Analyze and report on social media campaigns, and use metrics to inform future projects
- 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 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 Student Outreach 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 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.