



University Students' Council – Position Description

Position Title:	Hype Team (Part-Time Staff)
Supervisor:	Promotions Manager
Remuneration:	\$17.20/hour
Hours of Work:	5-10 hours per week average, flexible
Term:	September 1 st – April 30 th

OVERVIEW:

As part of the Hype Team, you will work towards bolstering the USC's ability to engage and promote with the broader undergraduate and professional student body.

DUTIES AND RESPONSIBILITIES:

- Serving as a source of information for the student body about all things USC
- Promoting USC events, programs, and services
- Help to increase digital and physical engagement with the USC
- Accept direction from the Promotions Manager
- Attend Team USC meetings as required
- Take part in event/promotion evaluations
- Members will be required to use social media as a method of promotion, whether it be by sharing or posting about the USC event or campaign
- Demonstrate non-partisanship while promoting USC elections
- Not engage in any activity or behaviour that might lead to legal, financial, or reputational liability for The University and its affiliates, or The USC
- Maintain a social media presence that reflects the mission, vision and values of the USC. The use of offensive, defamatory, disparaging, harassing, discriminatory or indecent content of any kind will not be tolerated. Should the USC determine that your social media presence no longer aligns with the USC's mission, vision, and values and expectations, your working relationship may be terminated.

QUALIFICATIONS:

- Knowledge and experience of social media promotion strategies would be considered an asset
- A strong understanding of campus culture and student interests
- Must be an undergraduate or professional student as defined by Western University while they are in the Hype Team role
- A Hype Team member cannot hold another USC paid position (USC Operation, AVP, Coordinator, Governance Leader, Intern) or USC Councillor, Purple Care Trustee, or Director position on the USC Board of Directors or the Appeals Board

TRAINING:

- Hype Team members will be required to attend all USC-mandated training sessions for Coordinators, as determined by the USC Human Resources Department.
- Hype Team members will be expected to attend a mandatory Health and Safety training seminar conducted at the beginning of their term.