



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

<b>Position Title:</b>	Digital Media Intern
<b>Supervisor:</b>	Manager, Public Relations
<b>Remuneration:</b>	\$42,000 Annual Salary + Benefits and Vacation
<b>Hours of Work:</b>	Full time hours (35 hours a week)
<b>Term:</b>	June 2, 2025 - April 30, 2026

### **OVERVIEW:**

The Digital Media Intern, under the direction of the Manager, Public Relations will focus on the development of engaging campaigns and creative content for our hospitality department. The Digital Media Intern will engage our students through the Wave and Spoke digital media channels, with the purpose of increased customer counts, event attendance and customer loyalty. In addition to the digital channels, this role will work with the Creative department on physical advertising assets including posters, photos and video content for posting on Food & Beverage social media channels.

The Digital Media Intern will work closely with the Senior Manager, Hospitality Services to establish restaurant brand positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments. They will lead the execution of marketing programs from start to finish, with direct support of the Creative and Promotions department. This role will participate in content creation, social media posting and scheduling. In addition, they will monitor and update content on the Spoke and Wave website and build a database of website club subscribers for the purpose of text and email marketing, which will focus on special offers, promotions and secret menus.

The goal of this position is to grow customer engagement driving increased customer visits to the Spoke and the Wave, solicit customer feedback and build subscribers to F&B social media accounts and website.

### **DUTIES AND RESPONSIBILITIES:**

- Under the direction of the Management team, and support from the Manager, Public Relations, establish, implement, and oversee the Wave & Spoke's digital strategy and social media presence.
  - Generate, edit, publish, share and monitor daily content.
  - Respond to followers and customers
  - Schedule social media posts across all platforms using a scheduling software. Create promotional calendars to maximize scheduling and ensure cohesive messaging.
- Generate high quality content (photos, videos and graphics) to support F&B marketing efforts with guidance from the Creative department
- Analyze customer insights, consumer trends and marketing best practices to build successful strategies.

- Review analytics across multiple platforms and extract key insights for future campaigns to provide formal proposals and recommendations on marketing strategies. Use these metrics to also measure effectiveness and sales performance.
- Maintain current knowledge of F&B menus, events, promotions and the competitive landscape, in order to properly inform communication plans.
- Manage content and communication through Spoke and Wave Websites. Market and manage signups for the Spoke & Wave clubs and push out email and text promotional communications to club members.
- Creation of a Bi-weekly email newsletter through our Spoke and Wave website clubs. These can include upcoming events, restaurant menu features and promotional offers.
- Set up and optimize company pages within each platform to increase the visibility of the company's social content. Manage our google my business page and ensure it is updated as well as a focus on search engine optimization.
- With support from the Creative and Promotions departments, attend and cover all Food & Beverage programming and special events and adequately cover all aspects of the event on social media.
- Keep up to date on social media trends, best practices and new platforms to be able to maximize our digital reach and ensure our platforms are on trend and relevant. Maintain a fun and playful voice on our channels where appropriate (These are restaurant and bar accounts after all).
- Collaborate with the Promotions department to support organization wide initiatives and uplift/co-host content to increase our reach on F&B digital channels.

### **Other Duties:**

- Ensure all print materials, advertising boards and sign stands are always up to date and regularly check and change out print materials.
- Manage content messaging on the large outdoor letter signs on concrete beach and Western Road.
- Support other F&B initiatives such as job fairs and postings, customer feedback and secret shoppers and other duties as assigned by the Manager, Public Relations
- Attend all Marketing and F&B planning meetings as assigned. The Digital Media Intern will chair and run our weekly meeting, including building agendas with the Senior Manager of Hospitality Services.
- Assist in the ideation of F&B promotions and events and participate in brainstorming sessions to keep our promotions and events relevant to our target market.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Adequate knowledge of social analytics, design, web development, and all social media platforms.
- A passion and skill for graphics design and content creation.
- Self starter, with the ability to take direction and complete work with minimal supervision, checking in along the way.
- Our successful candidate is an organized individual who can manage multiple projects simultaneously, ensuring content creation and digital content is being prioritized daily.

## **QUALIFICATIONS:**

- 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 Operation, AVP, Coordinator, Governance Leader) or USC Councillor, Purple Care Trustee, or Director position on the USC Board of Directors or the Appeals Board.
- Must be flexible with work schedules and be available, as needed, to work evenings, holidays, and weekends.

## **TRAINING:**

- The Intern will be required to attend all USC-mandated training sessions for their position, as determined by the People and Development Department.
- The 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 and being present at nighttime F&B events. 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.