



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

<b>Position Title:</b>	Outreach & Promotions Intern
<b>Supervisor:</b>	Promotions Manager
<b>Remuneration:</b>	\$42,000 Annual Salary + Benefits and Vacation
<b>Hours of Work:</b>	Full-time position, 35 hours per week
<b>Term</b>	June 1, 2026 - April 30, 2027

### **OVERVIEW:**

Under the direction of the Promotions Manager, the Outreach & Promotions Intern will execute omnichannel event promotion strategies, providing real-time coverage and fostering community and excitement, often collaborating with the Social Media Intern. The Intern will support Food & Beverage (F&B) and Purple Store social media accounts by enhancing presence, engagement, and strategy through creative ideation and execution of various posts. The Intern will also analyze metrics, compile reports, and stay updated on emerging trends for innovative marketing approaches.

### **DUTIES AND RESPONSIBILITIES:**

- Under the direction of Promotions Manager, ideate and execute social media strategies primarily supporting the Food and Beverage (F&B) department in event promotion, regular menus, limited-time menu offerings, giveaways, and other requests as required.
- Create engaging content with students as the target audience, for Food & Beverage (F&B) and Purple Store social accounts, to increase reach and engagement beyond the existing follower base.
- Monitor social media channels, respond to inquiries and encourage user-generated content (UGC) primarily for Food and Beverage (F&B) social accounts. Foster community and excitement around events and offerings through interactive social media and in-person activities.
- Brainstorm creative ideas and develop innovative campaigns to enhance engagement and promotion of Food and Beverage (F&B) events, regular menus, limited-time menu offerings, giveaways and other spotlight initiatives as required.
- Assist Promotions Manager in scheduling and communicating with the Hype Team. Help integrate them into USC culture and inspire students to engage with our businesses, events and services, and participate in events.
- Provide live social media coverage and posting at events. Capture behind-the-scenes moments, interviews, and highlights to create a dynamic, engaging online experience.
- Track and analyze social media metrics related to campaign performance. Compile reports for pre-event strategy and post-event debriefs 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 hospitality marketing.
- Adhere to USC bylaws, policies and procedures.

## **QUALIFICATIONS:**

- Must be a graduating student at Western University in an undergraduate or professional level program (Medicine, Law, Education and Dentistry) or be willing to take a gap year while pursuing an undergraduate or professional level program at Western.
- Must be able to have a flexible schedule to attend events outside of regular work hours.
- Interns 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 complex tasks and problems by breaking them down into parts.
- Strong written and verbal communication. Actively listens to others' issues in a manner that demonstrates 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 posts, campaigns, reports and events.
- Comfortable being featured in content, such as social media, videos, photos and other promotional materials for the USC.
- Flexible and able to accommodate 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 Outreach & Promotions Intern is required to attend all USC-mandated training sessions for their position, as determined by the Promotions Manager and the People and Development department.
- The Outreach & Promotions Intern is expected to attend a mandatory Health and Safety training seminar 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.

This is neither a student position nor a USC Executive role. Interns are employees of the University Students' Council and are expected to adhere to the established reporting structure.

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.