



University Students' Council – Position Description

Position Title:	Social Media Intern
Supervisor:	Brand Experience Manager
Remuneration:	\$42,000 Annual Salary + Benefits and Vacation
Hours of Work:	Full time position, 35 hours per week
Term	June 1, 2026 - April 30, 2027

OVERVIEW:

Under the direction of the Brand Experience Manager, the Social Media Intern will engage and connect with students and the community through the USC's social media channels. This role oversees content across the USC's main, clubs, and events social media accounts, ensuring a cohesive yet audience-specific approach to communication. As a steward of the USC, the Social Media Intern 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. Additionally, the Social Media Intern will support the growth of the USC's influencer and creator strategy by collaborating with student creators to amplify promotions, events, and advocacy initiatives. In addition, the Social Media Intern will analyze and report on metrics related to the USC's accounts, social media and marketing trends to provide constructive feedback as needed.

DUTIES AND RESPONSIBILITIES:

- Keep the USC social media platforms relevant, up-to-date, and representative of organizational priorities. Maintain balance between being informative and appealing to our demographic.
- Create engaging focused content targeted to students on all USC social media platforms, including Instagram and TikTok, aiming to increase reach and engagement beyond the follower base.
- Develop platform-specific strategies for main USC, clubs, and events accounts to ensure content is tailored to each audience while maintaining consistent branding. Identify content gaps and opportunities across accounts to avoid duplication and maximize reach. Identify, recruit, and manage student influencers and creators to support promotions, events, and advocacy campaigns. Track and evaluate influencers and creators performance to refine future promotional strategies.
- Work closely with other team members, including Manager, Photography and Graphic Design, Promotions Manager 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.
- Support real-time engagement during major events and campaigns to increase participation and visibility.
- Track and analyze social media metrics related to campaign performance. Compile post-campaign reports with insights, engagement metrics, and recommendations for future improvements.
- Conduct regular performance reviews of social media content to inform future planning and optimization. Use insights from analytics to recommend adjustments to posting frequency, content formats, and platform focus.
- Keep up-to-date on social media trends, best practices, and new platforms. Ensure all social media posts align with the USC's branding and goals.
- 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 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 Intern will be required to attend all USC-mandated training sessions for their position, as determined by the Brand Experience Manager and the People and Development Department.
- The Social Media 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.

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.