



University Students' Council – Position Description

Position Title:	Hype Team (Part-Time Staff)
Supervisor:	Promotions Manager
Remuneration:	\$18.54/hour
Hours of Work:	5–10 hours per week on average, flexible
Term:	August 15, 2026 – April 30, 2027

OVERVIEW:

As a member of the Hype Team, you will work towards strengthening the USC's ability to engage with the broader undergraduate and professional student body. Your role as a Hype Team member will assist in the promotions of all USC operations (including businesses, services, and events) along with all subsequent campaigns and boothing as required.

DUTIES AND RESPONSIBILITIES:

- Serve as a source of information about the USC for the student body
- Promote USC events, operations, services and campaigns
- Enhance digital and physical engagement with USC, on social accounts and with USC operations (including events and services)
- Accept direction from the Promotions Manager
- Work with the Outreach & Promotions Intern on scheduling for boothing promotions
- Attend USC team meetings as required
- Participate in event and promotion evaluations as required
- Utilize social media as a promotional tool, whether by sharing or posting about USC events, services or campaigns
- Demonstrate non-partisanship during USC elections period and subsequent promotions
- Refrain from engaging in any activity or behaviour that may lead to legal, financial, or reputational liability for the USC, Western University and its affiliates
- Maintain a social media presence that reflects the USC's mission, vision and values.

QUALIFICATIONS:

- A strong understanding of campus culture and student interests is required
- Knowledge and experience of social media promotion strategies is considered an asset
- Must be an undergraduate or professional student as defined by Western University
- As this is a public-facing role, successful candidates must be comfortable with outreach and in-person interactions with student body

ROLE REQUIREMENTS:

The USC will not tolerate use of offensive, defamatory, disparaging, harassing, discriminatory or indecent content of any kind. Should the USC determine that your social media presence no longer aligns with the USC's mission, vision, values and expectations, your working relationship with us may be terminated.

In addition, 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.