



Center for Social Commerce

SYRACUSE UNIVERSITY • S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

W2O Group Center for Social Commerce Ambassador Program – A Comprehensive Guide

Overview: Center for Social Commerce

The Center for Social Commerce (CSC) is a partnership program between Syracuse University's S.I. Newhouse School of Public Communications and W2O Group, a communications agency. The CEO of W2O Group, Jim Weiss— a Syracuse alumnus— established the CSC in 2012 as a resource for students, faculty, and the larger SU community. Weiss' overall goal has been to sharpen students' knowledge and skills in analytics, social media, big data, and digital marketing.

The CSC is a unique and mutually beneficial collaboration between Syracuse University and W2O Group.

Overview: W2O Group

W2O Group is the umbrella organization for a network of public relations, digital, and content marketing agencies. Originally founded in 2001 by Jim Weiss as a healthcare PR firm, the organization has expanded and divided into four cutting-edge agencies serving clients in healthcare, consumer products, entertainment, government, and technology:

WCG (WeissComm Group) - Public relations and strategic communications. Multiple practices, including Healthcare, Corporate & Strategy, Consumer, Technology and Analytics.

Twist Mktg - Marketing, social media, and strategic business solutions.

Brewlife - Brand communications, research analytics, and digital development.

Nextworks - Visual/multimedia content marketing.

Center for Social Commerce Strategic Initiatives

The three big goals:

- Ensure that students are well-versed in the latest industry tools and practices. This way, they are ahead of their peers and career-ready upon graduation.
- Provide Syracuse University community with innovative research, professional contacts, and programming initiatives.

- Serve as a source of thought leadership by facilitating interaction between students, faculty, W2O Group executives, and industry leaders.

Ambassadorship

At the start of each spring semester, two Syracuse students are selected as CSC Ambassadors. These students act as representatives for the CSC and serve as liaisons between SU leaders and W2O Group employees. The Ambassadorship begins in February of the spring semester and concludes at the end of the following fall semester. The primary responsibilities of the Ambassadors include:

- Increasing visibility for the CSC within the SU community.
- Spearheading promotional initiatives for Social Commerce Days.
- Assisting with logistical responsibilities during Social Commerce Days.
- Developing and implementing CSC workshops, projects and activities during the academic year.

The Ambassador position represents a unique opportunity to serve as a leader, strategist, communicator, and creative thinker.

Ambassador Responsibilities & Aptitudes

Representation & Promotion - Ambassadors must serve as “the face” of the CSC at SU to promote CSC purposes and initiatives. Additionally, they should stay in constant contact with SU professors/academic department heads, designated W2O Group employees, and SU's student body.

Thought Leadership – Ambassadors will take part in CSC research projects. They will also collaborate with W2O Group executives and SU professors/academic department heads to discuss ways to integrate more analytics/data into curriculum.

Project Management & Implementation – Ambassadors will direct and implement a promotional project for the CSC throughout fall semester at Syracuse. They will also enlist a CSC Committee if necessary to assist with logistical responsibilities.

Content Capture and Creation – Ambassadors will develop bi-weekly blog posts throughout their Ambassadorship for the CSC website and ensure CSC web content is updated regularly.

Social Media Management - Collaborate with CSC's Hill Communications account team to develop Twitter content during the academic semester. Additionally, fully manage Twitter during the summer internship, and develop weekly social media “scorecards” detailing engagement and reach.

Ambassadorship Timeline

Spring Semester:

Early February: Ambassador application deadline.

Mid February: W2O Group HR Coordinator and other employees interview candidates. Ambassadors are selected by end of February and begin onboarding process with previous Ambassadors.

Mid-Late February: Ambassadors are selected before spring Social Commerce Days (SCD). Ambassadors are responsible for capturing content during SCD, and have opportunity to network with W2O Group executives and other guests.

Mid-March: 4-day trip to Austin, TX for SXSW Interactive/W2O Group Pre-commerce Summit.

April–May: Continued promotion of CSC at Syracuse, including blog posts and distribution of promotional materials. Ambassadors will meet regularly with designated W2O Group employees.

Summer:

June–August: Internship at W2O Group New York office. Work with W2O account teams on a variety of assignments. A portion of time is spent developing promotional campaigns/projects for CSC and managing the CSC Twitter account.

Fall Semester:

September–End of semester: Upon returning to campus, Ambassadors will implement promotional campaigns, projects, and workshops developed during internship.

Ongoing (throughout fall semester): Ambassadors assist with promotion of fall Social Commerce Days. Meetings/networking opportunities with SCD guests. Content capture throughout event.

Social Commerce Days & Visiting Executive Series

The CSC regularly sponsors programming at SU to allow students to engage with industry leaders and gain first-hand insight about the evolving landscape of communications, analytics, and digital marketing. Social Commerce Days is a 3-day event comprised of workshops and panels with W2O Group executives and associates. The CSC's Visiting Executive Series, which occurs during Social Commerce Days as well as throughout each semester, features presentations by top-level communications executives from well-known companies. Ambassadors will be responsible for promoting Social Commerce Days and

Visiting Executive Series events, distributing CSC “swag” during events, and assisting with related logistical responsibilities as needed.

W2O Group Internship

Ambassadors will each have a 10-week, full-time, paid internship at W2O Group's New York office from early June through early August. Based on their expressed interest, Ambassadors will be placed in the Healthcare, Corporate & Strategy, Consumer, or Analytics practices. During their internships, the Ambassadors will take on a variety of assignments for client accounts, attend weekly “lunch & learn” sessions, network with the W2O team, and collaborate with other interns on a summer-long project.

In addition to their daily internship responsibilities, Ambassadors will spend part of their time developing a multifaceted promotional project for the CSC to be implemented throughout the summer and fall semester. They will also be charged with managing the CSC's Twitter presence throughout the summer and will compile weekly reports detailing engagement and follower statistics.

The internship and Ambassador Program go hand-in-hand and are not mutually exclusive.

The Perks

Highlights of being selected as a W2O Group intern and CSC Ambassador include:

- A premier full-time internship with a growing, innovative agency.
- Hourly compensation during internship.
- A housing stipend to cover summer accommodations in NYC.
- Professional networking opportunities with W2O Group executives and employees, as well as frequent interaction with Newhouse/Syracuse University leadership.
- Invaluable leadership experience.
- Opportunities to explore cutting-edge trends, technologies, and techniques in the fields of public relations, communications, and marketing.

Application Process

The Ambassador position is contingent upon being selected as a W2O Group intern. Applications will be reviewed by W2O Group's HR department and other W2O Group employees. Candidates deemed as the best fit for both the Ambassadorship and internship program will then begin a multi-round interview process.

Applications must include:

- Resume

- Cover letter detailing why candidate's skill set is best fit for both Ambassadorship and internship program
- Names and contact info of two references (faculty or previous employers)

More details to follow on application deadlines.

Eligibility

At the time of application, students who wish to apply for the CSC Ambassadorship and W2O Group internship must be juniors or seniors who plan to return to campus the following fall semester, and must have a minimum cumulative GPA of 3.0. While extracurricular involvement is a plus, students must also have flexibility in their schedule to devote to Ambassador-related responsibilities.

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