



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. 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 so that they are ahead of their peers and career-ready upon graduation.
- Provide the 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.
- Assisting with coordination and promotion for CSC-sponsored events.
- Developing and implementing CSC workshops, projects and activities during the academic year.
- Share information about the CSC and Ambassador program with strategic partners and industry representatives at W2O Group-sponsored SXSW Interactive conference events.

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

Ambassador Responsibilities & Aptitudes

Representation & Promotion - Serve as "the face" of the CSC at SU to promote CSC purposes and initiatives. Additionally, Ambassadors should stay in regular contact with SU professors/academic department heads, W2O Group Principal Gary Grates, other designated W2O Group employees, and SU's student body.

Thought Leadership – Lead research assignments on behalf of the CSC by leveraging W2O Group resources. They will also collaborate with W2O Group executives and SU professors/academic department heads to discuss ways to integrate more analytics/data into curriculum.

CSC Event Planning & Coordination – Collaborate with W2O Group team members and CSC co-directors Maria Russell and Gary Grates to assist with Social Commerce Days coordination and promotion during the spring and fall semesters.

Content Capture and Creation – Develop blog posts for the CSC website every two weeks throughout their Ambassadorship and ensure CSC web content is updated regularly.

Social Media Management - Assist in developing, promoting and measuring Twitter content/engagement during the academic year and summer internship.

Ambassadorship Timeline

Spring Semester:

January 22: Ambassador application deadline.

January–Early February: W2O Group Human Resources Coordinator and other employees interview candidates. Ambassadors are selected by end of February and begin onboarding process with W2O Group staff and previous Ambassadors.

Mid-February: Ambassadors are selected before spring Social Commerce events. Ambassadors are responsible for capturing content during these events and have opportunity to network with W2O Group executives and other guests.

Mid-March: Four-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 and CSC co-directors.

Summer:

June–August: Ten-week, paid 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 begin implementing promotional campaigns/projects/workshops developed during internship.

Mid-November: Ambassadors assist with coordination and promotion of fall Social Commerce events and follow-up activities.

Social Commerce Days & Visiting Executive Series

The CSC regularly sponsors programming at SU to allow students to engage with industry leaders and get first-hand insights into the evolving landscape of communications, analytics, and digital marketing. One such programming example is Social Commerce Days, a three-day event comprised of workshops and panels with W2O Group executives and associates. Another example is the CSC's Visiting Executive Series, which features presentations by top-level communications executives from well-known companies. Ambassadors will be responsible for promoting all Social Commerce programs 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:

- Official designation and public recognition as a CSC Ambassador.
- A premier full-time internship with a growing, innovative agency.
- Hourly compensation during internship.
- A housing stipend to cover summer accommodations in NYC.
- All-expense-paid trip to SXSW Interactive conference in Austin, TX from March 9-13, 2016, where Ambassadors will attend a Digital Summit and networking events hosted by W2O Group.
- 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.
- Examples of professional work for personal portfolio.

Application Process

The Ambassador position is contingent upon being selected as a W2O Group intern. Applications will be reviewed by W2O Group's Human Resources 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)

How to apply:

- Submit resume and cover letter to <https://app.jobvite.com/j?cj=o2kc2fwk&s=Syracuse> AND to Newhouse Professor Maria Russell (mprussel@syr.edu), CSC co-director. Please use subject line "CSC Ambassador Application – [Your Name]"
- Application deadline: **January 22, 2016 at 11:59 p.m. EST.**

Eligibility

Students who wish to apply for the CSC Ambassadorship and internship must be sophomores or juniors who will return to campus for the subsequent spring and fall semesters, with a minimum cumulative GPA of 3.0. While extracurricular involvement is a plus, students must also have flexibility in their schedules to devote to Ambassador-related responsibilities.

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