

<b>Job Title</b>	<b>Name</b>
<b>Marketing and Communications Summer Intern</b>	
<b>Division</b>	<b>Reports to:</b>
<b>Marketing and Communications</b>	<b>Marketing and Communications Strategist</b>

## Opportunity

Edmonton Global is seeking up to two marketing and communications interns to help develop and execute its digital marketing strategy, regional communications, and social media presence.

## Responsibilities

Working within the Marketing and Communications team, the summer interns will be involved in all aspects of Edmonton Global's marketing and communications. From speech writing to website building, from writing stories to video production, from automated campaigns to meeting business leaders from around the world, these roles will be involved with a lot of projects.

Responsibilities include, but are not limited to:

- Persona Development – collaborate in developing personas to aid in understanding target audiences and related targeted marketing and communications
- Journey Mapping – aid in the development of journey maps for personas to help understand the flow of investment leads at the top end of our awareness and sales funnel
- Segmented outbound marketing – collaborate in developing and implementing an email marketing and segmentation strategy for Edmonton Global
- Web content and SEO – develop content for Edmonton Global's website and social channels that support SEO goals
- Social media – collaborate in developing and implementing Edmonton Global's social media strategy
- Media and rich content development – support the development of multiple forms of media (photography, video, maps, etc.) for use across platforms including collaboration with partners on content creation and usage
- Events – participate in the creation of events and activities that advance Edmonton Global's brand awareness and engagement
- Project management – coordinate the design and production of materials for Edmonton Global, which may include brochures, displays, one-pagers, info graphics, and swag.
- Metrics and reporting – track and prepare reports on Edmonton Global's marketing and communications KPIs
- General – participate in the activities of Edmonton Global (we're a small shop and everyone chips in)

This list is not intended to be exhaustive. Activities will be added or removed dependant on priorities, capacity, and each intern's interests and learning priorities.

## Qualifications

If you're a current or recent student of a communications, public relations or marketing program, you've likely got what we're looking for. Beyond education and a little experience, we're looking for people who are ready to learn and do and enjoy being part of a small team trying to change the world (or at least our part of it).

This position is funded through the Canada Summer Jobs Program and includes the following eligibility requirements:

- be between 15 and 30 years of age at the start of the employment;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and,
- Youth hired for a Canada Summer Job cannot displace or replace existing employees or volunteers, employees that have been laid-off and are awaiting recall, employees on vacation, employees on maternity or parental leave;
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations;
- International students are not eligible participants. As the objective of the Canada Summer Jobs program is to support youth entering the Canadian labour market, the temporary nature of an international student's time in Canada does not allow for a long-term connection to the labour market.

### **Work Conditions**

- Ability to attend and conduct presentations
- Manual dexterity required to use desktop computer and peripherals.
- Lifting or moving up to 20 lbs may be required.
- Normal hours will be 8:30 to 4:30, Monday to Friday, however, support for events, investor visits, and other initiatives will require occasional evening and weekend hours

### **Application Process**

Please email Sherri Bouslama [sbouslama@edmontonglobal.ca](mailto:sbouslama@edmontonglobal.ca) "Application: Marketing and Communications Summer Intern" in the subject line, with your cover letter and resume attached.

In your cover letter, show us: 1) your personality – we want to know you're not a robot (and if you are a robot, why you're a special robot!); and 2) why you're the right fit for Edmonton Global.

We thank all applicants for their interest, but only short-listed applicants will be contacted. If you have questions about the process or the position, please send Sherri a note (no phone calls please).

Edmonton Global is an equal opportunity employer and we value the diversity of people and communities. We are committed to an environment that is inclusive and barrier free. If you require accommodation during the hiring process, please inform us in advance to arrange reasonable and appropriate accommodations.

### **Compensation Package**

We like to pay people for the work they do. Depending on your experience, the hourly rate for the 8 week (possibility to extend to 12 weeks) internship will be \$18/hr.