

Job Title	Name
Marketing Intern	
Division	Reports to:
Marketing and Communications	Digital Marketing Manager

Opportunity

Edmonton Global is looking to hire a Marketing intern to help develop and execute its marketing strategy and promote its social media presence.

Responsibilities

Working within the Marketing and Communications team, the summer intern will be involved in all aspects of Edmonton Global’s marketing activities. From building sector strategies to conducting research, from creating engaging graphics to video production, this role will be involved with a lot of projects. This internship promises to be both challenging and rewarding; you will strengthen your current skills and develop new ones all while working alongside a dynamic group of professionals.

Responsibilities include, but are not limited to:

- **Market Research and Segmented Outbound Marketing** – collaborate in developing and implementing Edmonton Global’s digital marketing and segmentation strategies. Conduct market research into buyer personas, buyer behaviours and the competitive landscape
- **Account based Marketing** - aid the marketing team in executing account-based marketing strategies aimed at increasing awareness of the Edmonton region among specific target accounts. Coordinate with internal and external stake holders to ensure the campaigns are up to date and are optimised by regularly evaluating their performance, user journey’s against set goals and paths.
- **Event Marketing** - collaborate with BD team, analyse and identify key events in each sector and create executable marketing strategies that are aimed at delivering pre booked meetings, increase awareness of Edmonton region and Edmonton Global among the target event attendees. Includes creation of marketing assets (ad creatives, campaigns on Social platforms, landing pages, microsite etc.) specific to each event.
- **SEO & Content Marketing** - develop, strategize and create content marketing and distribution tactics in collaboration with social media team to create a variety of high-quality content (videos, graphics, copy, landing pages, blogs, infographics, etc.) for Edmonton Global’s website and digital channels that drive traffic, promote the Edmonton Metropolitan Region, and supports SEO goals.
- **Project management** – Participate in project meetings, discussions, and work with external vendors/agencies to help facilitate project timelines.
- **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 business administration, digital media, 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).

The ideal candidate will also:

- be culturally aware, socially savvy, and a digital communicator
- have excellent communication skills (both written and verbal)
- have excellent organizational skills
- have a strong understanding of social media and marketing trends
- have the ability to manage multiple deadlines
- be technologically savvy and able to learn new technology quickly

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,
- 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 Rajesh Varun at rvarun@edmontonglobal.ca with "Application: Marketing 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 Rajesh 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

hourly rate for the 16 week internship will be \$18/hr.