

 **Digital Marketing Student**

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| Position/Job title: Digital Marketing StudentNumber of Role(s): ##START DATE: Month ##, 2024END DATE: Month ##, 2024Hours PER WEEK: ##IS THE OPPORTUNTIY PAID? Yes/NoADDRESS: ExampleCITY: CalgaryProvince: AlbertaCountry: Canada | **INSERT LOGO IN THIS AREA** |
| **Organization Information**organization: Example Text**Division/Department:** Example Text**Company/Organization Description:** Include a short description to share with student candidates about your organization. It may be good to include information on your sector, industry, size, founding date etc. as well as information about your purpose, mission, vision, values etc. (Optional) Link to Company Website or LinkedIn: - can help provide further information and background research for the candidate.  (Optional) You may want to include your EDIA statement and if you have specific diversity initiatives related to talent attraction, please include that information here. |
| **Job site:** Pick one: On-site / Remote/Hybrid**Job Location Type:** Pick one: Public building / Office / Working from home / Co-working space / Private Residence / Other (please specify) |
| **The Role****About the role:** This entry-level role offers hands-on experience in digital marketing, where you'll support and execute campaigns across various platforms, including social media, email marketing, and content creation.**Responsibilities:*** Develop and execute digital marketing campaigns, including brand advertising (print, digital, out-of-home, social), lead generation (email nurturing campaigns), and content creation (social media, collateral, web content).
* Promote events, opportunities, and offerings via social media channels, online event calendars, and internal communications.
* Provide client services by efficiently communicating on behalf of the organization, developing internal briefings and assignments.
* Create, curate, and schedule engaging content for various social media platforms.
* Conduct market research, analyze competitors, and apply findings to marketing strategies.
* Report on metrics and analytics for social media platforms to improve reach, engagement, and conversion.
* Support other roles by creating assets, driving revenue, and audience growth, and executing organic and paid digital marketing strategies.
* Provide recommendations and strategy suggestions to increase sales and optimize marketing efforts.
* Conduct a full analysis of digital landscapes using analytics platforms like Shopify, Google Analytics, and Meta.

**Salary Range**: **(Optional, & highly encouraged)** $xx,xxx to $xx,xxx per year or $x.xx to $x.xx per hour. |
| **Qualifications****Academic Program:** Pursuing post-secondary education in fields such as Digital Marketing, Graphic Design, Communications, Journalism, Public Relations, or related areas.**Target Education Level:** Pick From: Any /Diploma / Bachelor / Master / Doctorate**Year Level of Student:** Pick from: Any / Early (First-year) / Mid (2-3rd year) / Late (4th year or close to graduation)**Competencies, skills, and experience:** * Strong verbal and written communication skills.
* Excellent organizational and time management skills, with attention to detail.
* Ability to work collaboratively in a team environment, demonstrating strong teamwork and interpersonal skills.
* Proficiency in digital tools such as Adobe Creative Suite (Photoshop, InDesign, Illustrator), Canva, Google Suite, and content creation tools (e.g., Figma).
* Analytical skills, including familiarity with Google Analytics, SEO, SEM, and web analysis tools is an asset.
* Knowledge of social media management tools, email marketing platforms, and CRM software (e.g., Hootsuite, Meta, HubSpot) is an asset.
* Creative problem-solving abilities and the capacity to work in fast-paced environments.
* Strong multi-tasking, judgment, and planning skills, with the ability to work independently and prioritize tasks efficiently.
* Experience in creating eye-catching posters and advertisement content for social media.

**Qualifications*** Pursuing or recently completed post-secondary education in fields such as Digital Marketing, Graphic Design, Communications, Journalism, Public Relations, or related areas.
* Strong knowledge of media, cultural landscape, and societal dynamics in Canada.
* Ability to work and thrive in dynamic and fast-paced team environments.
* Previous experience in social media management, content creation, or digital marketing is an asset, but not required.
* Demonstrable experience with marketing campaigns and web technologies, including SEO, email marketing, CRM tools, and optimization strategies is an asset, but not required.
* Familiarity with web design, HTML, content management systems (CMS), and basic marketing techniques is an asset, but not required.
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| **Application Instructions****How to apply:**Please include your resume and cover letter in your application. **(Optional)** Include any additional application instructions like: “apply via email at [email address]”, “include your portfolio with relevant work”, or “address the cover letter to [name]” **Preferred Response:** (The URL of where applications can be uploaded on your website **or the** company email address you want applications sent to)Note: In the case of an email address, provide information on how to direct their email *i.e. please send your application to* *opportunities@abccompany.ca* *with your name and job posting title in the subject line***(Optional) Applicant Tracking System URL**: **(Optional) Applicant Tracking Number:** **Deadline to apply:** MONTH ##, 2024Include any relevant next steps information you wish to include *i.e. shortlisted candidates will be contacted within X number of weeks*  |
| **Thank you**Ensure you are thanking student candidates for their interest. *i.e. We thank all student applicants for their interest but only those moving forward in the selection process will be contacted.* |