

 **Marketing Student (General)**

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| Position/Job title: Marketing Student (General)Number 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:** As a Marketing Student Intern, you will be responsible for supporting the company's marketing activities, including brand strategy, web presence, event management, community engagement, and lead generation. You will work closely with the marketing team to implement various marketing campaigns and initiatives.**Responsibilities:*** Assist in the development of the company's brand strategy and ensure consistency across all marketing channels
* Support the management of the company's web presence, including updating website content and managing social media platforms
* Help plan and execute events, including coordinating logistics, managing vendors, and creating promotional materials
* Support community engagement efforts, including responding to customer inquiries and managing online communities
* Assist in lead generation activities, including creating and managing lead lists, coordinating email campaigns, and tracking results
* Conduct market research and analysis to identify opportunities for growth and improvement
* Collaborate with other departments to ensure alignment with overall business objectives

**(Optional, & highly encouraged) Salary Range**: $xx,xxx to $xx,xxx per year or $x.xx to $x.xx per hour. |
| **Qualifications****Academic Program:** Marketing, Business, Communications, or related field**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 written and verbal communication skills
* Ability to work independently and in a team environment
* Proficiency in Microsoft Office Suite and social media platforms
* Experience with event planning and community engagement preferred
* Strong attention to detail and ability to multitask in a fast-paced environment
* Familiarity with major social media platforms (Facebook, Twitter, YouTube, etc.)
* Understanding of SEO techniques and best practices
* Previous experience with the use of Adobe Creative Cloud (Photoshop, Premiere Pro) and social media management tools (Hootsuite, Sprout Social) a plus
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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.* |