



MARKETING AND COMMUNICATIONS INTERNSHIP – THUNDER BAY, ON

ORIGIN is an Indigenous-owned and operated company that was founded upon innovation. Our company is recognized as a trailblazer in the creation and execution of unique workforce development programs addressing the needs of Indigenous people and communities, while also aligning with the demands of private sector employers and industry. ORIGIN focuses on innovating the process of connecting to career and culture using Virtual Reality technology. ORIGIN is evolving, and our growing company is expanding throughout Canada and we are seeking an engaged individual to join our team as Marketing and Communications Intern.

SUMMARY

We seek a digital storyteller, savvy with multimedia content, social media platforms, and web communication strategies who's main objective is to grow our email subscribers and followings on Facebook and LinkedIn.

Our ideal candidate will be a motivated individual who is self-directed and possesses strong organizational skills with experience creating email-based marketing and social media campaigns/communications.

This position will be responsible to coordinate, oversee and provide a wide variety of marketing/communications support, implement and manage new marketing campaigns, digital marketing and public relations for program activities.

We are seeking an organized and detailed individual who will also develop content and monitor social media and web analytics and improve them, based on performance and industry best practices.

RESPONSIBILITIES:

- Plan and manage social media platforms incl. paid social media advertising
- Email marketing and running campaigns – grow our email subscribers
- Create/Implement marketing campaign to grow followings on social platforms
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Brainstorm new and innovative growth strategies
- Identify trends and insights, and optimize spend and performance based on the insights
- Organization of Photo/graphic assets and identification of gaps, acquire key assets
- Content creation in terms of interviews, thought leadership and blog entries
- Develop and disseminate public relation materials such as press releases to increase visibility to support and promote company initiatives;

QUALIFICATIONS

- University or college graduate who has graduated within the last three years from an accredited college or university. The candidate must be a graduate of a post-secondary degree or diploma program. The position will be a first full-time employment in the candidate's field of study.

- Creative with knowledge/experience in identifying target audiences and build digital campaigns that engage, inform and motivate
- Knowledge of digital marketing tactics, such as SEO and email marketing;
- Knowledge of website analytics tools (e.g., Google Analytics)
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Experience with setting up and optimizing paid advertising tools (e.g., Google Ads, Facebook & LinkedIn Ads)

PREFERRED SKILLSETS:

- Analytical skills and data-driven thinking
- Ability to learn, adapt and grow
- Effective written communication skills including the ability to prepare reports, media releases and corporate communications;
- Excellent critical thinking skills
- Ability to exercise good judgment and solve problems quickly.
- Ability to working remotely
- Strongh accountability/reporting
- Strong time management skills

Expected salary: \$62,400

Applications will be received until April 30th, 2021.

Interested candidates please submit a resume to info@immersivelink.ca

THIS OPPORTUNITY IS
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