

# POW Canada Marketing Intern Job Description

*POW Canada is seeking a creative, enthusiastic, young talent with a passion for the outdoors. If you're a student or recent graduate of a program related to marketing, advertising or communications, and you care about climate change, then chances are good that we'd like to get to know you.*

## **Marketing Intern (12 hours per week @ \$18 per hour)**

### **Qualifications**

- Be enrolled in the final year, or be a recent graduate from a marketing certificate or degree program
- Possess strong English language writing and communication skills
- Bilingual in French would be an asset (not requirement)
- Have an avid interest in climate change
- Be an early adopter with a daily and active interest in digital tools and technologies
- Have a keen and strategic interest in digital content, social media, and digital culture

### **Responsibilities**

As a key member of the POW Canada team, the intern will be required to provide research, analysis and support to POW's various marketing projects.

### **Job Description**

#### **Marketing and Social Media Support**

- Research and devise new ways to market POW Canada online through content collaborations, partnerships, tools, etc.
- Follow the POW Canada media presence on a weekly basis. Create a concise, weekly summary of new mentions and media showcases
- Develop and manage content calendar for social media
- Manage the content calendar for email newsletters and work on database building and monitoring
- Help to write and develop content for newsletters
- These tasks will run on a weekly cycle, culminating at the end of each week with a summary of research, learnings and recommendations.

#### **Website Analytics**

- Review weekly Google Analytics data for POW website, noting any trends and patterns to be aware of to increase traffic to the website

## APPLICATION PROCESS

- Send a resume, cover letter and digital portfolio of work to David Erb, Protect Our Winters Canada Executive Director, [dave@protectourwinters.ca](mailto:dave@protectourwinters.ca)
- In your cover letter:
  - identify if you are a student or recent graduate
  - your preferred start date
  - why you are interested in POW Canada