



Gwin Communications

Communications Intern - Digital Marketing

The Opportunity:

Gwin Communications is an Indigenous owned and operated company focused on elevating Indigenous voices and their stories. We are committed to meaningful, transparent engagement, ongoing dialogue and communication with our clients, communities and stakeholders. Gwin Communications believes in empowering Indigenous Peoples to share their projects, issues and initiatives with mainstream media and the general public. Gwin Communications has created an impactful team, 100% of our team identify as Black, Indigenous, or other people of colour (BIPOC), with the majority of our team being of Indigenous descent.

Reporting to the Communications Manager, the Communications Intern is fluent in social media platforms and digital marketing. The successful candidate is a strong and confident communicator and a driven collaborator who doesn't shy away from complex problems. Our next Intern will have experience with digital marketing, search engine optimization, web development, analytics and reporting. The position will be working remotely with daily supervision and development including regular video-conference meetings, ongoing virtual team messaging/chat tools, emails and telephone calls.

Responsibilities:

- Coordinate development and execution of clients' marketing resources.
- Coordinate social media content for our organization and our client, including developing, and implementing social media strategies.
- Ensure all work adheres to clients' brand standards, guidelines, and overall strategic objectives.
- Coordinate and track social media key performance indicators (KPIs), measuring the success of every social media campaign.
- Collaborate with public relations, marketing, and design teams to ensure content is informative and appealing.
- Use social media related tools such as Hootsuite, Sprout Social, MailChimp, Constant Contact, and Survey Monkey.
- Monitor SEO and user engagement and suggest content optimization.
- Create and post approved social media messages. Monitor social media accounts, respond in a timely manner, and report on statistics for social media usage.



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- Assist with special events and related marketing activities.
- Conducting market research - supporting effective marketing decisions through focused market research and analysis by gathering existing data, identifying and describing potential markets and making recommendations related to branding strategies, and tactics.
- Developing client or target market profiles and analyzing market trends.
- Applying principles of strategy and branding to assist in the creation and implementation of effective marketing plans.
- Assisting with, or managing, client relationships or business-to-business relationships.
- Other duties as required.

Qualifications:

- Experience applying theory and practice to develop compelling visual, verbal, written materials, and framing communication for diverse audiences.
- Working knowledge of social media content development, management, and other web technologies.
- Intermediate experience with Adobe Creative Suite (InDesign, Illustrator, and Photoshop).
- Experience with project management software (e.g. Asana, Monday, Trello, ClickUp) and ability to organize and execute on multiple plans concurrently.
- Education and practical knowledge of principles, practices and techniques of marketing, public relations, graphic design, and business communications.
- Resourceful, takes initiative, and can work independently.
- Able to work flexible schedule including days, evenings, and weekends.
- Virtual work placement with potential for occasional travel requirements. Out of province applicants are invited to apply.

As this agency is focused on working with Indigenous communities, preference will be given to BIPOC applicants or people with extensive experience working with Indigenous communities.

This is a paid internship, successful candidates will earn \$18.00 per hour with a potential bonus based on very strong performance.

Send resume and cover letter to tansi@gwincommunications.com. Deadline for applications is Friday, April 2, 2021.