



Gwin Communications

Public Relations Intern

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 has experience working with social media platforms and digital marketing. The successful candidate is a strong communicator and a driven collaborator who doesn't shy away from complex problems. Our next Intern will be a strong writer and has some 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:

- Write and edit copy including, but not limited to presentations, press releases, annual reports, speeches, newsletters, collateral materials and other communication initiatives.
- Assist with updates to communication channels such as websites and social media.
- Coordinate media relations, including drafting and distributing releases, respond to media inquiries as needed, and building and maintaining media kits.
- Assist with special events and related public-relations activities.
- Help develop strategic and consistent communication with stakeholders.
- Coordinate photography, design, video and printing for production and working with external contractors, as required.
- Maintain an organized archive of photography and produced materials.
- Other duties as required.



Gwin Communications

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 a 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.