Content Marketing and Digital Marketing Coordinator - Summer Student Internship

The University of Ottawa Structured Therapy and Research (STAR) CENTRE provides training and supervision, and conducts research into the implementation of evidence-based structured therapies. As a multidisciplinary centre, we aim to create trainers and leaders in structured psychotherapy across a wide range of health care professionals.

We are looking for a Content Marketing and Digital Marketing Coordinator to support the day-to-day execution of all marketing campaigns for our centre through content marketing, graphic design, lead generation, and analysis. This is an internship providing hands-on work experience.

*This is a position for post-secondary students. You must be a currently enrolled student in a post-secondary institution program.

Job duties and responsibilities:

- Write, edit, proofread, and improve marketing content (including website, infographic, email, and blog copy).
- Produce a variety of high-quality communication materials for the Company using content marketing and graphic design best practices.
- Lead and direct the design and production of visual materials and media used by the Company.
- Develop concepts, graphics and layouts for marketing materials used in the marketing activities of the Company, including the website.
- Edit and optimize any material created for advertising, branding, or other marketing purposes.
- Maintain resources, reference files, and Creative calendars.
- Attend meetings and communicate with the Company’s partners when needed.
- Accomplish the Company’s goals by accepting ownership for accomplishing new and different requests.
- Manage ongoing marketing and advertising campaigns and plans, while measuring the impact and outcomes of these marketing activities.
- Support the development of marketing projects under the direction of the Marketing partner.
- Assist the team with the implementation of online marketing strategies including an online and social media marketing program.
- Execute marketing plans, campaigns, and strategies in line with the agreed budget.
- Provide ideas, recommendations, and plans to contribute to the optimization of marketing strategies.
- Closely monitor marketing campaigns and respond to potential customers via email or direct messaging.
- Conduct research on potential customers and provide the Executive team with insights.
- Keep the information in our Company CRM up to date.
- Manage Company social media pages and profiles, and create social media content.
- Lead projects, where appropriate, including the development and execution of communications strategies and plans for the Company.
- Maintain internal and external editorial calendars and identify opportunities.
- Develop and pitch story ideas to targeted media outlets as assigned.

Qualifications:
• Enrolled in a valid post-secondary educational institution [Marketing or Communications program preferred]
• Strong communication skills: oral & written
• Must be tech-savvy and have an excellent sense of design
• Excellent soft skills
• Knowledge or experience in marketing, SEO, lead generation, and content marketing is an asset
• Knowledge or experience using WordPress or other website platforms is an asset
• Proficiency using Adobe software, particularly Photoshop and InDesign is an asset
• Proficiency in CSS, HTML, and JS is an asset
• Knowledge and experience using Facebook, Twitter, LinkedIn, and Instagram
• Proficiency in Google Slides, Docs, and Sheets
• Ability to handle and prioritize multiple tasks and deliver projects on time in a dynamic environment
• Excellent organizational, interpersonal, and time management skills
• Strong relationship building skills using tact and diplomacy
• Ability to work independently and with minimal supervision and direction, as well as in teams

Contact person: David J. Hesidence @ dheside2@uottawa.ca