



Marketing and Communications Specialist Intern Job Posting/Description

The North Bay & District Chamber of Commerce is currently accepting applications for the position of **Marketing and Communication Specialist Intern**. This position is funded through the Northern Ontario Heritage Corporation (NOHFC). The position is a limited-term internship that is 52 weeks long.

The North Bay & District Chamber of Commerce (NBDCC) remains dedicated to fostering a thriving business community throughout the region. Through advocacy, networking, information exchange, and specialized member programs, the NBDCC empowers its members to excel. Monthly business gatherings and networking events provide invaluable opportunities, complemented by a referral service. As the primary catalyst for community growth and economic advancement, the NBDCC stands out as a leader in the business ecosystem. It proudly represents diverse business types, sectors, and sizes, amplifying the collective voice for greater impact.

POSITION SUMMARY

Reporting to the Executive Assistant, the Marketing and Communication Specialist Intern will play a crucial role in assisting with planning, implementing, and managing marketing and communication strategies to promote the North Bay & District Chamber of Commerce service offerings. The primary focus will be on creating and maintaining a positive brand image, increasing brand awareness, and driving engagement in both traditional and digital formats. We are the leading business organization by being the driving force behind community growth and economic prosperity in North Bay and District.

ELIGIBILITY

This NOHFC program requires that candidates:

- Are new entrants into the work force, are transitioning to a new career, or the unemployed or underemployed who are entering a new field;
- Have not previously participated in a NOHFC-funded internship;
- Be at least 18 years of age; and
- Reside, and be legally entitled to work, in Canada.

POSITION REQUIREMENTS

- A degree or diploma in sales, marketing, finance, business or public relations or related field
- A good understanding of identifying target audience, developing customer personas, email marketing, content strategy, Facebook ads, Instagram ads, Google Ad Words, content marketing and social media marketing
- Proficiency in Microsoft Suite applications (Word, Excel, etc.)
- Experience in digital content creation (ex. Canva, videos, infographics, etc.)
- Familiarity with PC and iOS platform

- Print, digital and website design and layout
- Detail-oriented with excellent organizational, planning and time-management skills, including ability to prioritize and meet tight deadlines
- Ability to work under pressure
- Commitment to confidentiality in dealing with sensitive information
- Impeccable written and oral communication skills
- The ability to be proactive and take the initiative
- Strong interpersonal skills, ability to effectively work independently or as a team
- Have knowledge of social media and mobile devices and are not afraid of technology
- A creative spirit
- Bilingualism (English/French) is considered an asset

KEY AREAS OF RESPONSIBILITY

- Collaborate with Chamber team to assist with the development of comprehensive marketing strategies to achieve organizational goals.
- Conduct market research to understand membership needs, business community and market trends.
- Create and oversee marketing campaigns across various channels (digital, print, social media, email, events, etc.).
- Monitor and analyze campaign performance, making data-driven adjustments as needed.
- Manage internal and external communication, ensuring consistency in messaging.
- Create and distribute social media posts, press releases, newsletters, and other relevant materials.
- Maintain relationships with media outlets, community leaders, and stakeholders.
- Collaborate with the team to develop strategies and marketing to attract new members.
- Maintain the organization's brand identity, including logos, visuals, and messaging.
- Ensure brand consistency across all marketing and communication channels.
- Protect and enhance the organization's reputation.
- Create high-quality content, including blog posts, articles, social media updates, videos, and graphics.
- Manage content calendars and distribution schedules.

HOW TO APPLY

We encourage all candidates with the right skill mix and abilities to please send resumes and cover letters **by email to sue@nbdcc.ca by 4PM on Friday August 30, 2024.**

North Bay & District Chamber of Commerce is an equal opportunity employer and welcomes applications from all interested parties. We thank all applicants for their interest however only those selected for further consideration will be contacted.

This opportunity is proudly supported by Northern Ontario Heritage Fund Corporation and is funded through the Workforce Development Program. Eligibility requirements of the program can be found here: <https://nohfc.ca/en/pages/programs/people-talent-program/workforce-development-stream>

