

LET'S TALK SCIENCE POSITION POSTING

Position Title: Summer Marketing Intern – (London, ON)
Position Status: 37.5 hours per week for 16 weeks
Pay Rate: \$16.00 an hour
Closing Date: March 5, 2023

THE OPPORTUNITY

Let's Talk Science is an award-winning, national charitable organization focused on education and outreach to support youth development. Let's Talk Science believes equity, diversity and inclusion strengthen the community and enhance excellence, innovation and creativity. We are committed to employment equity, building a diverse workforce and accessibility for all employees and program participants. Through the creation and delivery of unique learning programs and services that engage children, youth and educators in science, technology, engineering and math (STEM), staff and volunteers support learning and skill development. Committed to inspiring and empowering youth in Canada to develop the skills they need to participate and thrive in an ever-changing world, Let's Talk Science offers programs, resources and services that motivate all ages to fulfill their potential and prepare them for future careers and roles as citizens. For close to three decades Let's Talk Science has excited and inspired children, youth, educators and volunteers in STEM, surpassing 13.8 million interactions.

We invite you to visit our website letstalkscience.ca to learn more about our organization including our historical and ongoing commitment to equity, diversity, inclusion and accessibility (EDIA) (<https://letstalkscience.ca/about-us/equity>). We also ask that you consider completing a brief questionnaire to help us build and measure our efforts to attract members of Equity Deserving communities to employment with Let's Talk Science at <https://questionpro.ca/t/AB3unpnZB3uwj1>.

POSITION

This position will work closely with the Marketing Officers and social media team for the creation and implementation of high-quality marketing initiatives that effectively represent the organization's brand and national presence in English and French, and drive program use. If you have an interest in working as part of a creative marketing team to deliver integrated marketing campaigns to educators and youth in Canada and are currently enrolled in a post-secondary program with focus on content development, integrating traditional marketing methods with digital, and analyzing data to increase campaign effectiveness and conversions this could be the perfect summer job opportunity for you.

Located in London, Ontario, the position will report to the London-based Director of Marketing. While this is primarily a remote position some time in the London office will be required.

Responsibilities:

- Work with Marketing Officers to develop go-to-market plans consisting of integrated campaigns with variations for different partners and segments
- Write and edit content, including advertising copy for print and social media
- Plan email, social media, print and web-based materials in English and French
- Research, plan and prepare creative concepts for marketing tactics (including, but not limited to: e-newsletters, advertisements, websites, emails, videos, and digital ad campaigns)
- Analyze data from all platforms and utilize the information to adjust campaigns and increase conversion
- Other duties as requested/required within the scope of the position

Requirements/Qualifications:

- Entering the second year at a minimum of a university and/or college related program in Marketing, Digital Marketing, or a related field

- Young person between the ages of 15 and 30 with Canadian citizenship or permanent residency
- Excellent writing/creative writing and editing skills
- Exceptional attention to detail with excellent planning and time management skills while working independently and with ambiguity
- Enjoy analyzing campaign data and adjusting tactics based on this information
- Good understanding of social media platforms
- Proficient in Google Suite and Microsoft Office
- Bi-lingual, English-French considered an asset

Skills and Experience will Gain:

- Skills in writing, presentation, as well as web-based communication and promotion
- Computer skills, including use of Google Analytics, an e-communications management platform, contact managements systems and web site content management systems
- Interpersonal skills, experience working in a team environment
- Communication and organizational skills
- Experience working in a not-for-profit education environment
- Increased understanding of communications and the role it plays in communication and organizational advancement
- Research skills gained through refined Internet searches

Please note that the availability and terms of these positions are dependent on approval of financing from Service Canada. The candidates must be:

- **Between 15 and 30 years of age (inclusive) at the start of employment;**
- **A Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the *Immigration and Refugee Protection Act**;**
- **Legally entitled to work according to the relevant provincial / territorial legislation and regulations.**
- ***International students are not eligible. Recent immigrants are eligible if they are Canadian Citizens**

Let's Talk Science has a mandatory COVID-19 vaccination policy in place. Therefore, it is expected that the successful candidate will produce confirmation of vaccination or proof of a valid human rights exemption.

Interested candidates should submit their resume and cover letter including quoting "Summer Marketing Intern" by 11:59 pm ET on March 5, 2023 to:

Shawna Agathos
 Manager, Human Resources
 Let's Talk Science, 12 – 1510 Woodcock Street, London, ON N6H 5S1
 Or via email: hr@letstalkscience.ca (please submit all documents in one pdf file)
 FAX: (519) 474-4085

Equity Statement

Let's Talk Science is committed to implementing the Calls to Action framed by the Truth and Reconciliation Commission. We acknowledge the shared lands we live and work on across Canada and that our national office is situated on the traditional territory of the Haudenosaunee, Wyandot and Anishinaabe.

Let's Talk Science values the diverse and intersectional identities of its stakeholders and staff. Let's Talk Science believes equity, diversity and inclusion strengthen the community and enhance excellence, innovation and creativity and is committed to accessibility for all employees. We are committed to employment equity and building a diverse workforce reflective of Canadian society that will enrich our work and learning environment. Let's Talk Science seeks applicants who embrace our values of equity, anti-racism and inclusion. As such, we encourage applications from candidates that have been historically

disadvantaged and marginalized, including applications who identify as First Nations, Métis and/or Inuit/Inuk, Black, racialized, a person with a disability, women, and/or 2SLGBTQ+.

All qualified applicants are encouraged to apply; however, in accordance with Canadian immigration requirements, Canadian citizens and permanent residents will be given priority. We are committed to providing accommodation to those with a disability or medical necessity. If you require an accommodation in order to participate in the recruitment process, please notify us and we will work together on the accommodation request. We thank everyone for their expression of interest and are truly appreciative of the time individuals put into applying. However, with the limitations on time only those selected for an interview will be contacted.