



Position: Marketing Specialist Student

About Us:

CENGN is the Centre of Excellence in Next Generation Networks. Our mission is to accelerate the growth of the Canadian Information and Communications Technology (ICT) sector, enabling economic strength and prosperity, as well as innovation and competitiveness in this high-growth global multi-trillion dollar industry.

Through our leading-edge technology infrastructure and expertise, and the creation of a globally recognized ecosystem of partners, CENGN helps Canadian small and medium enterprises overcome commercialization barriers and grow. CENGN collaborates with top ICT multinationals, the public sector, financial institutions, and academic partners, to solidify Canada's leadership in next generation networks for the benefit of all Canadians.

CENGN's ecosystem includes members Bell Canada, Cisco, EXFO, Huawei, Invest Ottawa, Juniper Networks, Mitel, Nokia, Ribbon Communications, Rogers, TELUS, and Wind River. The company also partners with the federal government through the Networks of Centres of Excellence (NCE) and the Ontario government through the Ontario Centres of Excellence (OCE).

What We offer:

- The chance to be part of the growth of a Canadian company driven by providing opportunity for Small & Medium Enterprise (SME) Canadian companies to succeed
- The benefit of a small company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged
- The advantage of working with colleagues passionate about their individual contributions to CENGN
- The gain of working with cutting edge and relevant technology
- The opportunity to work in our state of the art physical and virtual multi-vendor, test, certification and validation platform which provides a unique environment to commercialize advanced products, applications and services
- The experience of developing and deploying wired and wireless technologies that are utilized by applications such as cloud, wireless 5G, autonomous vehicles, broadband Internet and cybersecurity

For more information, visit www.cengn.ca

The Opportunity:

We are seeking a highly skilled and motivated individual for the Centre of Excellence in Next Generation Networks (CENGN's) Marketing team. Beyond taking part with daily marketing activities, the student will play a leading role in the creation, edit, and promotion of professional grade videos, supporting the organization's requirement for engaging and brand strengthening content.

This position involves event management and execution, requiring the employee to be available outside normal working hours on a few occasions during the placement. Applicants should expect to be required to work irregular hours at least 2-4 times during the contract.

Key Responsibilities:

Reporting to the Marketing Manager, the student contributes to the on-going development of the corporate marketing strategy. By assisting in the creation and edit of website content, participating in the development and production of key marketing and promotional collateral, and researching statistics to support the creation of marketing collateral, the students supports the organization with marketing communications services and best practices. At the completion of the term, the student in this role will be able to manage events for the networking community and work cross-functionally with industry marketing departments utilizing learned best practices.

- Develop and edit videos that meet industry standards and clients' needs.
- Video planning and script creation
- Videography and interviewing
- Manage events for the networking community and CENGN as well as support the organization's presence at events around the globe
- Develop promotional materials for CENGN projects with small and medium enterprises
- Participate in the development and production of key marketing collateral (e.g. presentations, e-collateral, pamphlets, promotional flyers, videos etc.)
- Support the organization with marketing communications services and best practices
- Contribute to the on-going development of the corporate marketing strategy
- Work cross-functionally with our partners' marketing departments for all CENGN's external communication needs

Key Competencies/Qualifications:

- Excellent communication skills; particularly in relation to public-facing interactions
- Graphic Design and experience with the Adobe Creative Suite including Illustrator, InDesign, Photoshop and Premiere Pro, and other design tools
- Strong videography best practice acumen
- Video production from start to finish: video planning, script creation, videography, video editing

- Experience in both live action and animation videos
- Ability to conduct interviews in a professional manner
- Knowledge of promotional strategy for content
- Excellent organizational and time management skills
- Demonstrated ability to manage multiple tasks and demands
- Ability to work independently and as a team player
- High level of creativity in drafting marketing material
- Excellent internal customer service approach
- Ability to work and build relationships with external partners

Education:

- Post-Secondary term in a video production course

Experience:

- 1 – 2 years' university/college work term experience is desirable

Languages:

- English oral, reading and writing
- French oral, reading and writing would be considered an asset
- Competency in any other language is also an asset

Interested and qualified candidates are invited to forward their resume in confidence to CENGN by email to student-hr@cengn.ca. Please use " **Marketing Specialist Student**" as the subject line.

CENGN reserves the right to remove this posting prior to the application deadline. CENGN thanks all applicants for their interest, however, only those selected for an interview will be acknowledged. CENGN is an equal opportunity employer.

CENGN Student Experience Testimonial:

At the Water Cooler – Brett Miller Talks Marketing at CENGN

Visit <https://www.cengn.ca/at-the-water-cooler-marketing-co-op-edition>