



Position: Marketing Specialist Student

Term: Summer 2019 (April 29, 2019 – August 30, 2019)

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:

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.

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:

We are seeking a highly skilled and motivated individual for the Centre of Excellence in Next Generation Networks (CENGN's) Marketing team.

- Create and edit website content
- 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
- Participate in social media activities and help keep CENGN's brand current and engaging
- Liaise with and actively manage relationships with suppliers for marketing materials
- Research statistics to support the creation of marketing collateral
- 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 including newsletters, case studies, website, blog and much more

Key Competencies/Qualifications:

- Excellent communication skills; particularly in relation to public-facing writing and editing
- Graphic Design and experience with the Adobe Creative Suite including Illustrator, InDesign, Photoshop and Premiere Pro, and other design tools
- Strong marketing best practice acumen

- Working knowledge of WordPress and HTML
- Experience working with outreach tools: Mailchimp, TweetDeck, WebEx, Facebook, LinkedIn, Meetup, Twitter, Instagram
- Video production from start to finish: video planning, script creation, videography, video editing
- 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 Business, Marketing or Communications

Eligibility

Students who are enrolled or have graduated from post-secondary institution programs which provide the relevant background and aptitude to work and enhance their skills as per the requirements of CENGN's listed student postings will qualify for internships under this program.

- Students can be at the undergraduate level (current students) or graduate level (current masters and PhD students), or they may be recent undergraduate and master graduates within three years of graduation from an Ontario-based post-secondary institution
- The student must be eligible to work in Ontario and have employee status at the company for the duration of the internship. Canadian citizen, permanent resident, or on a work/student visa
- The student may not apply with a company where there is any conflict of interest, including, but not limited to, a company where the student or relatives have any control as a major creditor or shareholder or governing board
- As a condition of employment and in accordance to CENGN's Code of Conduct Policy, all students must maintain a clean criminal record. CENGN engages a third party provider to verify student backgrounds prior to the start of the internship

Languages:

- English oral, reading and writing
- French oral, reading and writing would be considered 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>