



Position: Marketing Specialist Student - Content

Term: Summer 2020 (May 4th, 2020 – August 21, 2020)

About Us:

CENGN is Canada's Centre of Excellence in Next Generation Networks. Our mission is to drive technology innovation and industry growth through our test bed, technical expertise, talent development, and partner ecosystem, to enable economic strength and prosperity as well as innovation and competitiveness for Canada in the high-growth global multi-trillion dollar Information and Communications Technology (ICT) industry.

CENGN collaborates with national and global technology leaders, the public sector, and academic partners, to solidify Canada's leadership in next generation networks for the benefit of all Canadians. Our members and partners are a crucial part of CENGN's operation, providing us with the technologies and support needed to enable our service offerings to Canadian small and medium enterprises (SMEs).

By providing Canadian SMEs with the infrastructure and expertise required to test their products, these growing businesses can overcome commercialization barriers. CENGN provides SMEs with full support of the development, validation, and exposure of their innovative solutions. CENGN also develops talent through co-op and internship opportunities as well as training offerings for professionals.

CENGN's ecosystem includes members Bell Canada, Cisco, EXFO, Huawei, Invest Ottawa, Juniper Networks, Mitel, Nokia, Ribbon Communications, TELUS, and Wind River. CENGN 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).

CENGN also develops talent through co-op and internship opportunities as well as training offerings. Approximately 40 students complete internships annually to strengthen their knowledge and understanding of their position by tackling new and exciting challenges.

What We offer:

- An environment providing flexibility of working hours and location
- The benefit of a small company in a modern setting with opportunities for growth
- The ability to work on real and impactful work that contributes directly to the company's success
- The reward of contributing to the Canadian ICT sector and helping to stimulate economic development
- The freedom to share and execute your own ideas that are nurtured and encouraged
- The advantage of working with other students, full-time staff, and our executives who are all passionate about their individual contributions to CENGN
- The gain of working with cutting edge and relevant technology
- Work in a consortium organization gaining exposure to the most innovative small business as well as the most well-established telecom companies in Canada and the world

For more information, visit www.cengn.ca

The Opportunity:

We are looking for two students to cover both aspects of our marketing needs; one student skilled in content creation, and one student skilled in video creation and graphic design. Students who possess both sets of skills would be ideal, but we have laid out the key responsibilities as two roles based on the most likely skill sets.

As a student, you will be reporting to the Marketing Manager and contributing to the on-going development of the corporate marketing strategy. By assisting in the creation and editing 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, you support the organization with marketing communications services and best practices. At the completion of the term, you 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 – Marketing Specialist Student - Content:

You will be contributing to the on-going development of the corporate marketing strategy. This role will focus on the creation of valuable and engaging written content that promotes CENGN's leadership as well as the impacts it achieves in unlocking Canada's economic and social potential.

- Create and edit CENGN's website, its content, navigation and SEO. Knowledge of WordPress, HTML and CSS would be an asset
- Manage events for the networking community and CENGN as well as support the organization's presence at events around the globe
- Monitor and document CENGN's online presence
- Manage CENGN's distribution lists and build and deliver CENGN's monthly newsletter. Knowledge of Mailchimp and CRM tools would be an asset
- Develop success stories and exposure articles for CENGN projects with small and medium enterprises
- Development and production of key marketing collateral (e.g. presentations, e-collateral, pamphlets, promotional flyers, videos etc.) using the Adobe Creative Suite
- Participate in social media activities and help keep CENGN's brand current and engaging
- Research statistics to support the creation of marketing collateral

Key Responsibilities:

- 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, blogs and much more
- Support the organization with marketing communications services and best practices
- Liaise with and actively manage relationships with suppliers for marketing materials

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, Communications, or a video production course

Experience:

1 – 2 university/college work term experience is desirable

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
- Competency in any other language could 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 – Content**” 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/>