



Position: Content Writer Marketing Student
Term: Fall 2022 (Sept 6, 2022 – Dec 16, 2022)

About Us:

CENG N 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 industry.

For more information, check out <https://www.cengn.ca/>

What We offer:

- **Career Development:** An agile company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged
- **Cutting edge and relevant network technology:** Our physical and virtual multi-vendor, test, certification, and validation platform provides a unique environment to commercialize advanced products, applications, and services
- **Canadian Innovation Support:** Be part of an organization that drives digital by providing Canadian start-ups and scaleups as well as tech students and professionals the ability to succeed
- **Great People:** The advantage of working with other students, full-time staff, and our executives who are all passionate about their individual contributions to CENG N
- **Be Part of the Digital Revolution:** CENG N leads collaboration projects in wired and wireless networking that are utilized by applications across industries and leverage the more relevant digital tech like cloud, wireless 5G, autonomous vehicles, broadband Internet, artificial intelligence, virtual reality, and cybersecurity
- **Join Canada's Tech [Ecosystem](#):** Work in the hub of Canada's network technology ecosystem, collaborating with the country's top Telecom multinationals, innovative start-ups and scaleups, government funders, post-secondary institutions, and fellow tech and business accelerators

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.

CENGN is seeking a highly skilled and motivated individual for CENGN's Marketing team. Reporting to the Marketing Manager, the student will have the opportunity to learn from seasoned industry veterans, collaborate with other students/interns, and grow professionally.

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 – Content Writer Marketing Student:

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, services, and culture, as well as the impacts it achieves in unlocking Canada's economic and social potential.

Content Specific Roles

- Create compelling written content that fit with CENGN's brand and promote its leadership and expertise in the ICT ecosystem
- Develop and maintain CENGN's website, its content, navigation and SEO. Knowledge of WordPress, HTML and CSS would be an asset
- Manage events and webinars for the networking community and CENGN
- 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 Innovation Highlights and exposure articles for CENGN projects with small and medium enterprises
- Participate in social media activities and help keep CENGN's brand current and engaging
- Conduct research to support the creation of marketing material

Other Potential Roles

- Develop and produce key marketing collateral (e.g. presentations, e-collateral, pamphlets, promotional flyers, videos etc.) using Adobe Creative Suite
- 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:What you need:

- Excellent communication skills; particularly in relation to public-facing writing and editing
- Strong marketing best practice acumen
- Working knowledge of uploading content and collateral to a website (WordPress and HTML)
- Experience working with outreach tools: Mailchimp, TweetDeck, WebEx, Facebook, LinkedIn, Meetup, Twitter, Instagram
- Ability to understand the big picture and tie their outputs to the overall goals of the company
- Excellent organizational and time management skills when managing multiple tasks
- Ability to work independently and as a team player
- High level of creativity in drafting marketing material that is connected to the CENGN brand
- Excellent customer service approach

You will stand out if you have:

- Video production from start to finish; video planning, script creation, videography, video editing
- Graphic Design and experience with Adobe Creative Suite including Illustrator, InDesign, Photoshop and Premiere Pro, and other design tools
- An interest in marketing for the tech sector

Education:

Post-secondary term in Business, Marketing, Communications, Journalism 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
- Cover letters are mandatory to be considered for a Marketing role at CENGN

Languages:

- English oral, reading and writing
- Competency in any other language could be considered an asset

Interested and qualified candidates are invited to upload their resume and cover letter in confidence to CENGN through the following link, [Resume submission - CENGN Application Portal - Service Desk](#). Please select " **Content Writer Marketing Student**" as the position title.

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.