



Position: Content Writer Marketing Student
Term: Winter 2023 (January 2nd 2023 – April 28th, 2023)

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 (ICT) industry.

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

By providing growing Canadian businesses with the infrastructure and expertise required to test their products, these tech startups and scale ups can overcome commercialization barriers. CENG N provides these businesses with full support of the development, validation, and exposure of their innovative solutions. CENG N also develops Canadian talent through co-op and internship opportunities as well as training offerings. Approximately 40 students complete CENG N internships annually to strengthen their knowledge and understanding of their position by tackling new and exciting challenges.

CENG N's ecosystem includes members BC Tech, Bell Canada, Bioenterprise, Cisco, EXFO, Hub350, Juniper Networks, Kandy.io, Mitel, Nokia, Ribbon Communications, TELUS, University of Ottawa, and Wind River.

What We offer:

- An environment providing flexibility of working hours and location
- The benefit of a small company in a modern setting with an opportunity to broaden your skillset
- 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 CENG N
- The gain of working within a tech company using 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

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:

- 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

What would be considered an asset:

- 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 CENG N'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 CENG N's Code of Conduct Policy, all students must maintain a clean criminal record. CENG N 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 CENG N

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 CENG N through the following link, [Resume submission - CENG N Application Portal - Service Desk](#). Please select "**Content Writer Marketing Student**" as the position title.

CENG N thanks all applicants for their interest, however, only those selected for an interview will be acknowledged. CENG N is an equal opportunity employer.