



Ontario Research and
Innovation Optical Network

Réseau optique de recherche
et d'innovation de l'Ontario

Social Media and Marketing Summer Internship Job Description

Title: Social Media and Marketing Summer Internship

Pay Level: \$13.00 - \$14.00/hr

Summary: The successful applicant will be responsible for increasing our brand awareness, driving internet traffic by increasing engagement and activity across various social media platforms while gaining significant experience in corporate social media:

- Online outreach and promotion using Facebook, LinkedIn, Twitter
- Utilize word of mouth marketing and digital marketing techniques to increase traffic and brand awareness
- Supports in monitoring and engaging with stakeholders on ORION's various social media platforms
- Helps leverage social networks to grow followers and strengthen relationships with existing clients
- Assists with keyword analysis
- Communicate exciting social media news (internal and external) via appropriate channels
- Helps create internal communications to enable ORION employees to become more engaged in social media
- Supports the Content Coordinator to aggregate and/or create content
- Other Marketing activities as assigned by manager

Reporting Relationship: This position reports directly to the Consumer Relationship Marketing Specialist and Director, Business Development and Strategic Alliances.

Working Hours: 37.5 Hours Weekly. From May 6th to August 30th.

Key Performance Metrics:

- Increase the number of quality connections on social networks to further establish ORION as a trusted social media source
- Increase ORION's brand recognition

Knowledge and Skills Required:

- A student majoring in any of the following areas: English, marketing, advertising, PR, communications
- In depth and thorough understanding of LinkedIn, Facebook, Twitter & Youtube
- Solid understanding of social media marketing best practices
- Fearless attitude towards technology and a willingness to learn
- Excellent verbal and written communications skills
- Persuasive writing experience
- Must be detail oriented, team player and technologically savvy

- Must be comfortable with Microsoft Office suite (word, excel, outlook, power point)
- Analytical skills
- Ability to make sound decisions in the social media domain
- Passionate about Social Media and actively engaged in their personal life
- Friendly and conversational
- Fast Learner

Contact: Daisy Cheung, CRM Specialist at info@orion.on.ca