



Calgary tour de nuit Society

2015 Marketing Internship (3 Month Contract)

The Tour de Nuit is a member-based cycling promoter that focuses on building safe bicycle infrastructure and conditions leading to more people cycling more often. Our focus is to communicate the Tour brand, the value of our events and the benefit of independent research in a way that is appealing and compelling to our target audience.

We are looking for a Web Marketing Intern to fill a 12-week full time contract starting immediately in Calgary, Alberta. You will assist with the management of our brand assets, design and production of digital elements, researching and analyzing information related to our online presence. You will also be working with a high performance multi-disciplinary team of graduate and undergraduate student interns.

Reporting to the Executive Director you will play an important role in the enhanced development and delivery of graphic and web design practices at the Tour de Nuit Society. As part of the internship your mentor will assist you in developing skills and abilities that are mutually agreed upon. A mentoring plan will followed during the internship to ensure the internship learning goals are met. The wage is \$16 per hour.

Responsibilities:

- Populating Brand Management system with digital assets
- Producing design elements as needed, i.e.: web pages, icons, photos, banners
- Aligning elements with refreshed Brand strategy
- Conducting social media and web research; analysis
- Analytics reporting
- Creating resources and reference documents for use by Tour de Nuit members
- Additional projects and duties as required

Qualifications:

This internship position has been funded by the YMCA Digital Skills Youth Internship Program and you must meet the program's eligibility criteria to be considered, namely a university or college graduate, under thirty years of age, unemployed or underemployed but not in receipt of Employment Insurance. The successful candidate will be required to very quickly provide electronic image of photo identification and his or her degree.

In addition, we are looking for someone with:

- A degree or diploma in marketing, business, web design, communications or a related field or experience
- Ability to research, draw conclusions, and create action plans
- Versatile interpersonal skills and the ability collaborate in a fast-paced environment
- Positive can-do attitude, flexible and adaptable to changing work priorities
- Strong writing and time management skills

Apply with cover letter and resume to: staffing@morepeoplecycling.ca



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