

General Description

The Marketing and Group Sales intern will assist with various projects as they arise. Tasks include data entry, marketing and promotion activities, mailings, special events, and event planning.

Duties and Responsibilities

- Assist with any market research, which involves collecting data to evaluate, and prepare sales forecasts.
- Providing advertising and administrative support to include routine administrative tasks (phone, filing, copies, mailing packages, faxes, etc.), as well as calendar management, event planning, etc.
- Writing press releases and sales newsletters.
- Assistance with creating website content and email newsletter content.
- Work on new marketing promotions and new product promotions.
- Assist with design of print material for distribution.
- Help to gather materials for trade shows, presentations, customer events and other functions.
- Assist with focus groups and media and community group presentations.
- Attendance of various events held within the WFCU Centre, including trade show booth manning and flyer distribution.
- Perform other assignments as required by the Marketing & Group Sales Manager.

Responsibilities and related skills

- Microsoft office/ computer proficiency.
- Graphic design experience an asset.
- Ability to multi-task effectively and possesses good organizational skills.
- Ability to work in a team-oriented environment.
- Knowledge in areas such as marketing, sales, public relations, and communications along with an understanding of B2B marketing is preferred.

This position is ideal for a college or university student interested in the marketing/PR field. He/she will work on several projects simultaneously and coordinate efforts – as needed. This unpaid internship schedule will vary per week as events arise. Office hours will vary per week, and will most likely centre around events occurring at the Centre, and the remainder occurring during regular office hours.

If you are interested in this position, please forward your resume to itoner@wfcu-centre.com. No phone calls please.