



Role: Marketing Intern

Reports: Marketing Associate

About NEXT Canada:

NEXT Canada's mission is to increase national prosperity by providing an ecosystem to support the country's most exceptional entrepreneurs and innovators. We believe in founder development – a unique blend of mentorship, education and networking that inspires driven Canadians to disrupt industries and build globally relevant companies. We believe that harnessing the potential of big thinking Canadians is key to success on a global stage.

NEXT Canada delivers three programs: Next 36, NextAI and Next Founders.

The Opportunity

NEXT Canada is seeking a highly organized, motivated and efficient intern to join a team of nine staff, and a growing network of mentors, advisors, volunteers and donors. The individual will support the Director, Marketing & Communications, taking responsibility for elements of the organization's student recruitment strategy - research, social media, communications, events administration, scheduling and other tasks as required.

The role is based in the NEXT Canada offices in downtown Toronto. The ideal candidate is a university or college student or recent grad who is a Canadian citizen or Permanent Resident. This is a full-time, paid opportunity, running from September to December 2017.

The role offers the opportunity to participate in the activities of a unique education organization, gaining exposure to the marketing, fundraising, events, networking and academic components of NEXT Canada and its programs. You will contribute to the execution of Next 36, Next Founders and NextAI programs while being offered access to world-class education and participation in the NEXT Canada community.

Responsibilities:

- Responsible for updating the campus contacts and top prospects database
- Conducts research and prepares bios on faculty, top student prospects, partners, mentors, etc.
- Supports Marketing Coordinator and Marketing Associate by creating and contributing content to website, blog
- Assist with all social media campaigns and initiatives
- Manages all event RSVPs
- Supports Marketing Team with event logistics (media kits, scheduling, nametags, mailings, etc.)
- Responsible for assisting Marketing team at Fall recruitment events (assisting with set up, tear down, registration, etc.)
- Other responsibilities as required

Preferred Candidate Specifications:

- Proficiency in MS Office Applications, particularly Word, Excel and PowerPoint
- Strong Internet research skills
- Excellent written and oral communication skills
- Experience in social media management
- CMS-based website management an asset
- Experience with e-newsletter platforms (eg. Mailchimp) and event registration platforms (eg. Eventbrite, Celebrations, Picatic) an asset
- Eye for design and experience using Adobe Creative Suite an asset
- Experience with video editing using iMovie or Premiere Pro an asset

Personal Qualities:

- Strong ability to manage multiple deadlines
- Highly organized and detail-oriented
- Sound judgment and discretion
- A flexible and cooperative team player
- A self-starter who is effective under pressure
- Strong interest in the Canadian entrepreneurship space
- Keen to work in a dynamic and ambitious organization as a key member of a small team

Qualified and interested candidates are encouraged to submit their cover letter and resume to careers@nextcanada.com by August 11th. We thank all candidates for their interest in NEXT Canada, however only those selected for an interview will be contacted.

NEXT Canada is committed to building a diverse and inclusive team. We offer accommodation for applicants with disabilities throughout our recruitment process. If you are contacted to arrange for an interview, please advise us if you require

accommodation. Information received relating to accommodation will be confidentially maintained.