



**Position:** Marketing and Social Media Intern  
**Hours/Location:** Saint John - Remote work, flexible hours  
**Status:** Full time (30 hours a week) Contract 10 months  
**Start Date:** August 2021

**The organization:** Chroma: Pride, Inclusion, Equality Inc. is a community organization focusing on advocating for members of 2SLGBTQIA+ in the Saint John Region. Our goal is to promote initiatives and highlight issues impacting our community by maintaining a strong cohesive voice. We promote inclusion through our programs and services, and address community needs including basic human rights, employment equality, health and well-being, and housing in collaboration with our local community partners.

### **Position Overview**

We are looking for a dynamic individual with a keen interest in online marketing and content creation. The successful candidate will play a key role in developing and implementing strategies to help strengthen community engagement in the Saint John Region. This position includes marketing and social media, as well as liaising with community partners, community members, and businesses.

#### **ARE YOU...**

- A member of, or interested in supporting the 2SLGBTQIA+ community?
- Passionate about community engagement and collaboration?
- A self-starter, able to work independently, and ask questions for clarification?
- Results oriented, strategic, forward thinking, and adaptable?
- Willing to undertake GBA+ training and other training sessions to further develop knowledge and understanding?

### **Responsibilities**

The Marketing and Social Media intern will help create and manage online content for our website and manage our social media platforms. These include posts related to our programs, services, and community initiatives. Marketing content will also include print materials such as banners, fliers, posters, and other marketing collateral which are to be distributed during events/programs. The marketing intern will also lead creation of social media and print marketing templates. The marketing intern will oversee social media online engagement and keep track of data trends and analytics - information that will help build our marketing plan and engagement strategies. Experience with Canva and Adobe Creative Suite is beneficial but not required.

### **Skills and Qualifications**

- Strong organisational skills
- Ability to use video conferencing technology
- Proficient in Google suite
- Interest in marketing and social media content development
- Proven project & time management skills
- Strong interpersonal skills



- A demonstrated ability to work well independently
- Non-judgemental and empathetic

### **Employment Context**

Chroma: Pride, Inclusion, Equality Inc. is an equal opportunities employer. 2SLGBTQIA+ people are actively encouraged to apply for this position. We particularly encourage applications from 2SLGBTQIA+people who are Black, Indigenous or people of colour, people with disabilities, and people who identify as members from religious minority groups. We also encourage 2SLGBTQIA+individuals who are members of underrepresented groups, to apply. Disclosure is optional, and at no point during the application process will candidates be asked to share or discuss any part of their identity. Chroma prohibits discrimination and harassment of any kind, and we work with all individuals to ensure a safe workspace.

### **To Apply**

Submit a resume and cover letter to [admin@chromanb.ca](mailto:admin@chromanb.ca) that includes information about your experience and interest in working with Chroma by July 25 2021. Any written resume and cover letter should be submitted in PDF format. If a candidate prefers, they may submit a resume and cover letter in a video or audio format. Incomplete applications may not be considered.

**This internship is funded by the Government of Canada under its Digital Skills for Youth (DS4Y) program. DS4Y, an initiative from Innovation, Science and Economic Development Canada (ISED), provides an opportunity for youth to gain valuable training and work experience needed for today's digital economy.**

For more information about the DS4Y program in New Brunswick, please visit <http://www.cybernb.ca/DS4Y>

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