



## **Craft Alliance Atlantic Association**

### **CyberNB Internship – Digital Research Coordinator**

Craft Alliance Atlantic Association is a pan-Atlantic trade association working in all four Atlantic provinces, with a mandate to provide marketing opportunities for Atlantic Provinces producers of quality craft, apparel and giftware products, to encourage entry into wholesale and export markets and to enhance the professionalism, education and advancement of the above sectors in Atlantic Canada.

The organization is currently invested in several digital-focused projects with an overarching aim of improving access to education, information, and opportunities in the craft sector of Atlantic Canada, including:

- Two-year Digital Research Project aimed at researching emerging digital technology, including: digital presentation methods for artwork, online sales platforms, digital enhancements for artworks, and digital dissemination methods for artworks.
- Craft East Virtual Marketplace – B2B sales platform connecting Atlantic Canadian Manufacturers to retailers across North America. Digital marketing support and digital database management work are needed for this initiative.
- Craft HUB Activator – BIPOC Development program. This program, aimed at creating development opportunities for underrepresented small manufacturers in Atlantic Canada. The student will help by researching relevant digital opportunities specific to the project participants.
- Craft X - Magnet Export Business Portal community – online business community for sharing resources and export opportunities
- Export Project – Craft Alliance is involved in supporting Atlantic Canadian craft producers and small manufacturers to participate in a variety of national and international trade fairs, many of which are occurring virtually. Researching opportunities, as well as support for onboarding with digital platforms is needed for participants.

This internship will focus on developing skills and knowledge for a student in digital database development and management, researching critical software and virtual

management tools for businesses, digital marketing, and will have them becoming familiar with online tools for doing business.

A significant element will relate to the digital marketing and further development of Craft Alliance's **Craft East Virtual Marketplace**, a B2B sales platform connecting Atlantic Canadian manufacturers to retailers across North America.

The intern will help to develop and implement innovative digital marketing approaches to help grow the platform's user base. They will engage in digital activities, such as planning advertising campaigns through Google Ads and Facebook/Instagram Ads; implementing SEO concepts to improve site discoverability; writing industry-relevant blog posts and articles; enhancing ad campaigns and site optimization through the use of UTM parameters; researching digital marketing opportunities by participating in virtual trade shows and seeking out other possibilities to engage audiences digitally; and more initiatives as opportunities are identified. The intern may also work with outside contractors to evaluate and enhance various aspects of the Marketplace, its presentation, and functionality.

The intern will become familiar with our platform administration – Wordpress and Presspoint – and develop the necessary knowledge for most operational requirements such as page building, invoice processing, and using reporting tools. They will also provide support for digital components of other Craft Alliance initiatives, and invest continued research into virtual conferencing, online platforms for sales and virtual trade shows to help inform future projects.

This is a great opportunity to directly apply knowledge being gained in a post-secondary program and contribute to the development and dissemination of a variety of resources in the consumer products sector of Atlantic Canada.

### **Tasks and Responsibilities:**

Support Craft Alliance's digital content creation efforts, contributing through research, content development (writing & conceptualizing) and developing digital marketing assets to support dissemination.

Communicate with user base (sellers & buyers) via Newsletters and interpersonal communication as needed.

Support management with website functions by developing an understanding of the Wordpress platform

Support users with profile building, website functions and troubleshooting

Evaluate SEO for Craft East Virtual Marketplace and suggest revisions to management as necessary

Develop marketing initiatives to promote Virtual Marketplace vendors on a regional and national scale

Provide digital support for Craft Alliance projects and initiatives beyond the Virtual Marketplace, including online seminars hosted by the organization, virtual trade shows, and research into online platforms, as needed.

Research digital tools and make suggestions to management as appropriate for adoption of, and investment in, digital tech opportunities

Contribute to Craft Alliance social media pages to promote Marketplace products

Participate in ongoing learning opportunities relating to digital marketing & engagement and implement ideas as needed

### **Mandatory Requirements:**

You must fit the following criteria to apply:

Must possess a postsecondary degree/diploma/certification

Underemployed (employed below their level of education or work part-time)

Between 15 and 30 years of age at the start of the internship

Canadian citizens or permanent residents of Canada

Legally allowed to work according to the relevant provincial and Canadian legislation and regulations

Must be able to demonstrate knowledge in the position's primary areas of focus, showing basic knowledge of digital marketing and digital tools including social media, content marketing, SEO, automation systems, and paid/earned digital marketing.

Must be able to work remotely. Due to current circumstances, Craft Alliance staff are presently working from home; a plan to return to regular office hours will be implemented dependent on COVID-19 case numbers in the Province of Nova Scotia. Remote work will require access to a home computer with reliable internet access. A computer may be provided if required.

### **What skills are we looking for?**

Advanced communication skills. You have effective writing and verbal communication skills-clearly communicating ideas, plans, and results.

Knowledge of Digital Marketing concepts and tools (SEO, digital ad placement, etc.)

Knowledge of social media marketing best practices (Instagram, Facebook, Twitter, etc.)

Experience with digital marketing tools and experience with website administration (Wordpress) an asset.

Basic understanding of B2B trade concepts would be considered an asset.

Knowledge of the craft industry and/or Atlantic Canadian arts/culture ecosystem would be considered an asset.

Bilingualism is considered an asset.

Students from under-represented groups (Women in Science, Tech, Engineering & Math; Indigenous students; recent immigrants; students with disabilities) are encouraged to identify themselves when they apply.

**Position hours are Monday to Friday, 8:30am-4:30am (35hrs/week). Apply by sending your resume with cover letter to [info@craftalliance.ca](mailto:info@craftalliance.ca). Deadline to apply May 28. Position to begin as soon as possible.**

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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