



# Digital Marketing Intern

Hi there, I'm JR!

I'm the executive director of the Canadian Advanced Air Mobility Consortium ("CAAM" for short). Never heard of Advanced Air Mobility before? No worries! Advanced Air Mobility involves moving people, goods and services between and within urban and regional settings. Think of it as the next step after drones, and the evolution of the current airline industry. We're building the future of flight in Canada, with the goal of having 1 in 5 flights operating with zero emissions by 2040. We're working with over 70 organizations currently from government, industry, and academia. Canada is leading the charge in building a collaborative space for organizations to build and test policy, software, hardware, and entire vehicles before this industry gets off the ground worldwide.

We believe that doing good in the world starts with ourselves. Our core values involve leaning into vulnerability, serving the work, taking good care of self, others and the environment, and celebrating the journey. We live these values by being a company committed to the UN's Sustainable Development Goals in our work building an industry based on respecting economic, social, and environmental impacts equally. We also intend to live these values by building a platform to support systematically marginalized groups as we build this new industry in Canada. We're beginning an annual Uplift Series where we'll celebrate Women, LGBTQ+ and Indigenous wisdom in AAM. We'd love your help to make our vision for building a better future together by joining us.

## About the Job

We're on the hunt for a passionate digital marketer to own the national voice of CAAM and grow it around the world while you learn the ins and outs of being an inbound marketer. We're lucky to currently have a strong inbound performance marketer on our team, though she needs help managing our various marketing channels properly as we grow in 2021. In this role, you'll have the opportunity to take ownership of much of the content we're producing and learn through getting your hands dirty in various aspects of crucial marketing challenges. If you're a strong communicator with an eye for making things look and sound good, we're excited to meet you!

## \*Note: Grant Funding Qualification

This role is provided with the support of the Canadian Government and ElectricityHR funding. This funding requires that specific conditions be met in order to be eligible.

- You must be registered as a full-time or part-time student in a post secondary institution.
- You must be a Canadian citizen, permanent resident, or person with refugee protection in Canada.
- You must be legally able to work in Canada according to the laws and regulations of the province or territory where you live.

Unfortunately, we can't consider applicants that do not meet these requirements for this role. We're expecting to post several more roles with different requirements in the next 6 months, and we'd love to consider you then!

## Your role:

- Manage and systematically improve our email marketing to some of the worlds largest and fastest growing companies.
- Own and improve our social media engagement across LinkedIn, Twitter, and Instagram.
- Write, publish and manage our blog, being responsible for our national voice to the public curious about AAM, and the organizations looking to stay up to speed.
- Work with our existing performance marketing Guru to improve personas, maximize lead generation, and meld our marketing and sales strategy
- Support our operations lead in executing events that grow our reach and engagement
- Work yourself out of a job, building systems that will allow you to find more time to tackle bigger challenges!

\*Note that this is not a traditional marketing role - we move fast and work in the cloud with a tech stack that you'd find at most startups.

## Your experience:

- 1+ years in a marketing related role
- Google Analytics, Optimize, or other marketing analytics tools desirable

- Graphic design experience desirable

### Your Non Technical Skills:

- An eye for engaging design that is functional
- You are highly motivated and can self manage yourself
- You are a team player with excellent written and verbal communication skills

### What we offer:

- The opportunity to be entrepreneurial in your learning journey as a digital marketing expert here. We have an experienced team with an existing performance marketing expert for you to join. We are bringing on you as much for your development as for ours - ensure you know what you want to learn and we'll help you get that experience!
- The ability to work on a cross functional, fast growing team
- A supportive manager with nearly a decade in leadership and development experience to help you grow in the way that fits your goals.
- Remote work in a fun culture!
- Flexible hours

### Education required

Post-secondary degree or diploma in digital marketing or related field.

### COVID-19 precaution(s):

- Remote interview process
- Remote work planned for entire office for duration this role

### Equal Opportunity

We are an equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, genetics, sexual orientation, gender identity or gender expression. Here you have an opportunity to join a fantastically talented, diverse, and passionate team at a pivotal time in the company's lifecycle.

**Send your resume to Chris Howe <[chris@canadianaam.com](mailto:chris@canadianaam.com)> and join us today!**

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>