



Job Description

(Internship Position for Graduating Student)

About Innunco Academy:

We provide students with greater flexibility and more choices in completing the Ontario Secondary School Diploma requirements. Innunco provides students with additional options for learning, including diverse formats of course delivery to meet student needs, and help the students to develop the skills needed to succeed at the post-secondary level or in industry. By combining on-campus and online learning together, we aim to cultivate students in becoming inspiring leaders with exceptional critical thinking and problem-solving skills. We help students to overcome challenges, develop personal goals and assist students in striving to achieve them.

Our purpose is to educate youths to become the leaders of tomorrow. Our responsibility as educators is to prepare and guide the next generation. We believe that every student is different in their abilities to adapt and learn. Our teachers and staff will prepare students with the skills and knowledge for future success.

Job Title: Digital Marketing Coordinator, Online Learning Platform

Starting Date: April 1st, 2021

Ending Date: March 31st, 2022

Notes: The internship position may lead to full time/permanent management position after the internship contract is completed.

Primary Duties and Responsibilities

Part 1: Digital Marketing:

- Directly involved in coordinating the digital marketing part of the learning platform, using multiple digital platforms, and social media channels to communicate the value of our online learning courses.
- Researching online education trends that contain effective opinions and data regarding to series of complex marketing issues, such as building brand awareness, increase customer incentives, and how to target our products to specific audience via the internet.
- Researching, drafting, and editing the SEO optimization contents
- Create social media content for all platforms (Instagram, Facebook and Twitter) and manage the posting schedule.
- Assist in developing and implementing social media marketing strategies to attract followers.
- Monitor social media and measure the impact of a social media campaign.
- Manage product photography for web, social media, and marketing materials.
- Write blogs, newsletters and other advertising content.
- Drafting interesting and eye-catching Video content, and creating various type of Videos (Live background or Cartoon) by using Video creating platforms such as Powtoon or Promo

Innunco Academy

www.innunco.com

North York Address: 25 Sheppard Ave W, Suite 300, North York, Toronto, ON, M2N 6S6

Scarborough Address: 55 Town Center Court, Suite 700, Scarborough, Ontario, M1P 4X4

Tel: 1-(416)-845-6865 | **Fax:** +1(416)-628-5692

Email: Info@innunco.com



Job Qualifications

- The internship position may lead to full time/permanent management position after the internship contract is completed.
- This is a 12 month internship position starting from April 1st2021
- You **DO NOT REQUIRE** knowledge and skills of computer languages and coding to get this position, we will provide the necessary basic training at work, according to the assigned, nature of the workload. Therefore, we encourage applicants who study at any major to apply.
- We welcome candidates who have recently graduated from a post-secondary institution, from the following degree/diploma program to apply:

1) Recent graduates at Undergraduates or Master level

2) Diploma or advance diploma programs at College level

- The candidate who studies in a major related to Science, Technology, Engineering, Math, Business and Social Science will be considered a priority.
- Basic English reading and writing ability, ability to communicate orally in English.
- Chinese (Mandarin) speaking will be an asset.
- Strong organizational skills and the ability to multitask.
- Team player
- Creative thinking skills
- Excellent communication skills

Compensation:

- \$18.00 per hour, full-time internship at 35 Hours per week, Monday to Friday from 10:00 AM-6:00 PM, excluding the statutory holidays.
- \$20.00 per hour after becoming a full-time/permanent employee.
- Comply with Ontario ESA

Notes:

- Senior level of High school Math, Science, Physics, Biology, and English's knowledge and skills will be tested at the interviewing section since this position requires candidates to have strong academic background, in order to handle the daily task.

Application Method:

- Please send your resume to: miao.sun@abledales.com
- If you need assistants, you can contact me:
 - A. By email: miao.sun@abledales.com;
 - B. Call or Text: 416-792-8966
- Innunco Academy thanks all applicants; however, only those selected for an interview will be contacted.

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://](http://www.cybernb.ca/DS4Y)

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