



May, 2022

Intern - Marketing Coordinator Canada Summer Jobs

Organization

Established in 2003, the CGLCC is a trusted partner linking LGBT+ businesses in Canada to the wider business community. It fosters economic growth by supporting and nurturing LGBT+ businesses, entrepreneurs, students and allies, and by helping Canada's corporate world connect with the LGBT+ business community. A leader in supplier diversity, it is also the certifying body in Canada for LGBT+ businesses.

CGLCC is looking for a candidate who is excited about impact driven change to make Canada a more inclusive place for the LGBT+ community. We have a really exciting opportunity for the right candidate to become a key member of our team.

Tasks and Responsibilities:

The Marketing Coordinator will be responsible for supporting the bilingual marketing and communication efforts of the national CGLCC activities, including stakeholder communications and the marketing of key events and initiatives taking place in 2022. This includes but not limited to:

- *LGBTQ2 Global Business Summit*, to be held during Pride month (June). This event brings together LGBTQ2 businesses, industry partners and corporate members from across Canada and around the world to learn, network, and grow business opportunities.
- *CGLCC Black & White Gala*, the annual event that brings together Canada's LGBTQ2 business community and corporate partners for an evening of recognizing LGBTQ2 leaders and community achievements.
- LGBTQ2 Supplier Diversity educational sessions – CGLCC offers educational programs throughout the year, such as webinars and workshops. These short events are targeted to LGBTQ2 entrepreneurs, and provides an opportunity for businesses to learn and grow their capabilities.
- *LGBTQ2 Youth Program* - The Marketing Co-ordinator will be responsible for supporting the active promotion of this program to grow the level of engagement from both youth and mentors.

Specific tasks and responsibilities of the Marketing Coordinator include:

- Providing communications to national stakeholders through newsletters, website, and general correspondence. This will include, but not limited to, preparing of materials in both official languages, responding to inquiries in both official languages, and enhancing the engagement of our French stakeholders, especially in Quebec.
- Support in the creation and coordination of communications products, including promotional and general materials, for upcoming events and general organization promotion. This will include, but not limited to, translation of promotional materials and ensuring program materials are available in both official languages.



- Develop digital and print content (written, graphic, audio) that aligns with organizational values to support the promotion of upcoming major event. Will be asked to support graphic design, video and/or audio editing and general marketing and promotion using a variety of channels and tools (incl. Canva, Adobe CC, Buffer, etc).
- Provide day-to-day activities and internal program service in both official languages as required.
- Assist with streamlining, tracking, and reporting of analytics and advertising ROI related to marketing outreach (Google Analytics, Ads).

Skills:

- Customer service skills
- Strong English written and verbal communication skills
- Organizational skills
- Project management skills
- A strong understanding of various social media and communications outreach platforms.
- Graphic design and digital content layout.
- Knowledge of performance monitoring methods for events and the ability to create reports to guide future event coordination improvements
- Fluency in both official languages will be an advantage.

It is expected that the employee will work remotely from home during the duration of the term. All required tools for the employee to perform their job will be supplied.

Terms:

This position would commence immediately.

This is a home-based 8-week internship, 35 hours per week at a rate of \$18 per hour.

To be eligible, youth must:

- be between 15 and 30 years of age at the start of the employment*;
- be a Canadian citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment**; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

**The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.*



***International students are not eligible participants. International students include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada. Youth awaiting a refugee status ruling, as well as those who hold a temporary visitor visa, youth visa or work visa are ineligible.*

Application:

Please send your resume and a one page cover letter to **careers@cglcc.ca**.

CGLCC is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements. If you have a disability or special need that requires accommodation, please let us know when completing this application.

This job would not be created without the financial assistance of the Canada Summer Jobs 2021 program.