

Background:

The Mississauga World Music Festival (MWMF) is dedicated to celebrating the rich cultural diversity of Mississauga through music, dance and the arts. The festival's annual programming consists of a two-day event at the Mississauga Celebration Square. The event is open to the public and is free and it celebrates Canada Multiculturalism with different activities, workshops, and services.

Position Description

The Marketing intern's main role is to assist in implementing digital marketing strategies, advertisements, and campaigns through various social media platforms. As a marketing intern, you will participate in planning, development and execution of different digital marketing campaigns as well as in analyzing their performance. As a member of the marketing team, we expect the intern to come up with creative and innovative ideas for future campaigns. The intern will work closely with different teams under the Marketing and Outreach Division and will be supervised by the Operations Manager.

Responsibilities

Reporting to the team lead, the marketing intern duties include:

- Assisting in the development of marketing strategies and campaigns.
- Participating in content creation for different digital platforms including social media, online blogs etc..
- Managing social media platforms, including posting, replying to comments and responding to messages.
- Conducting market analysis to identify trends and opportunities.
- Collaborating with different teams in the Marketing Division to brainstorm ideas, provide input, and contribute to creative solutions.
- Providing administrative support for various marketing initiatives, such as maintaining and organizing market data.

In addition to the listed responsibilities, the Marketing Intern is expected to maintain constant communication and coordination with different team members ensuring questions and inquiries are always answered or directed accordingly. The Intern is expected to assist the Digital Marketing Team Lead in any requested tasks within the scopes of their position.

Preferred Requirements:

- Knowledge in editing tools such as Canva and Adobe
- Previous experience in content creation

- Basic design skills
- Experience in social media management and marketing
- Strong contributor in team environments
- Proficiency in Gmail suit including Google Docs and Sheets.
- Excellent communication skills; written and verbal in English and Arabic
- Ability to prioritize projects.
- Adaptability and attention to details.

Candidates must meet the Student Work Placement (<https://www.culturalhrc.ca/index.php/swp>) criteria listed below:

- Be a post-secondary student enrolled in a recognized Canadian PSE
- Be a Canadian citizen, permanent resident or a person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act
- Be legally entitled to work in Canada in accordance with provincial/territorial legislation and regulations.

This position is suitable for anyone pursuing a degree in Marketing and Development, Digital Marketing and Content creation or any relevant degree.

MWMF is an equal opportunity employer. We have strict anti-discrimination and anti-harassment policies. MWMF prohibits discrimination based on gender, race, national origin, religion, sexual orientation, and disability.