



Winter Job Posting: Marketing Intern

Posted: October 1st, 2018

The Southwest Ontario Tourism Corporation (www.swotc.ca) is seeking a bright and enthusiastic individual seeking to gain insight into the marketing side of a growing organization.

This paid position, reporting to the Associate Marketing Manager, is based in Woodstock and involves some travel throughout southwest Ontario. It would appeal to those with a "get it done" style who want to join a young, fast-paced, growth-oriented organization.

In this role you will provide valuable marketing support to a small and dynamic team. You are comfortable carrying out routine tasks individually and as part of a team.

A confident communicator, you will liaise with destination marketing organizations, tourism owners/operators, and our advertising agency. Use your knowledge and creativity to assist with marketing communications and activities.

The ideal candidate must have the following skills, qualifications and/or experience:

- Marketing knowledge, both traditional and digital
- Excellent communication skills, written, verbal and interpersonal
- Well organized and able to prioritize workload
- Photography and videography skills
- Creative writing
- Experience with the Adobe Creative Suite
- Good administrative and computer skills (e.g. Microsoft Office Suite)
- Creativity and ability to work on own initiative and meet deadlines
- Good research and internet skills
- Attention to detail
- Excellent team player
- Valid G2 or higher driver's license with reliable vehicle

In addition, the following are desirable:

- Passion for and knowledge of the tourism industry
- Strong problem-solving skills
- Previous marketing or events experience
- Experience in web publishing using content management systems
- Experience working with a GoPro or other video recording equipment

Specific duties may include, but are not limited to:

- Assist in updating and maintaining content for regional tourism websites, both consumer and industry focused, and Ontario's Southwest presence on external sites, including social media (e.g. Twitter, Facebook and

Instagram)

- Copywriting and creative writing for online
- Photography
- Assist with development of communications materials
- Assist with event coordination and attendance including setup, which may include lifting items weighing up to 40 lbs
- Market research
- Maintaining a database
- Attending a Board meeting and other marketing meetings
- Building/updating inventories

Other general expectations:

- Regular and consistent attendance
- Participation in some evenings and weekend events (with equivalent time off)

Duration:

We ask for a minimum commitment of 14 weeks for 5 days per week. Probable start date will be **January 7th, 2019**.

Interested candidates should submit a resume and cover letter to: admin@swotc.ca with "Marketing Intern" in the subject line by **4:00 pm on October 12th, 2018**.

All expressions of interest are appreciated. However, only those candidates selected for an interview will be contacted.