

CURRENT OPPORTUNITY

Title: **Marketing Content & Research Internship**

Employment Type: **Salary – 30 hours weekly**

Experience: **Entry**

Term: **September – December 2021**

Location: **Edmonton Office**

Join a dynamic team, focussed on helping Municipal Governments “Connect and Simplify Municipal Information.”

We are a software and service company with the goal of being an Alberta based technology company recognized across Canada. We are a small team that has seen year over year growth and is well positioned to increase our breadth and depth within the niche rural and small urban market, and we are looking for top-talent team members who can help take us to the next level.

About MuniSight.

We are looking for an experienced and result-driven Marketing Content & Research Intern to join our awesome team! As a Marketing Research Intern, you will be responsible for supporting the company in researching and setting up early-stage overall marketing strategy. You will also be in charge of helping us to “better tell our story” by creating engaging content for our current and prospective clients.

Digital marketing strategies are extremely important to our company's success, so your role will play a crucial role in achieving our business goals and objectives. We are expecting you to have experience and a big passion for digital technologies and various digital marketing channels.

Position Overview.

- Conduct research and identify target markets including quantifying the size of various potential market opportunities and lead content generation for these new markets
- Build, plan and implement the overall digital marketing strategy
- Stay up to date with the latest technology and best practices
- Manage and oversee various digital marketing channels
- Measure ROI and KPIs
- Oversee and manage all the company's social media accounts
- Suggest activities for improving the quality of online content
- Track and measure SEO and Google Analytics metrics and provide reports
- Build an inbound marketing plan
- Research competitors and provide suggestions for improvement
- Keep abreast with industry and market trends and best practices
- Create resources each month to drive leads, subscribers, awareness including various types of content such as ebooks, whitepapers, infographics, guides, blogs, etc.
- Manage and develop a blogging strategy
- Contribute to the growth of our subscriber base

Position Requirements.

- Good general understanding of the workings of local and provincial/state level government, specifically in relation to how these organizations
- Experience conducting quantitative and qualitative research on strategy and market analysis
- Knowledge in using literature reviews to support thesis statements, as well as analysing data and providing recommendations based on conclusions
- Experience in producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, etc.)
- Experience in developing and implementing digital marketing strategies
- Experience building audiences either online or offline
- Good knowledge of all different digital marketing channels and experience with online marketing tools and best practices
- Hands-on experience with SEO, Google Analytics and CRM software (Salesforce)
- Good time-management skills
- Ability to multi-task
- Strong interpersonal and communication skills
- Critical-thinker and problem-solver
- Familiarity with web design
- Sense of ownership and pride in your performance and its impact on a company's success
- Great interpersonal and communication skills

To apply.

To apply, contact:

Email: admin@munisight.com

Email subject: Opportunity: Marketing Content & Research Internship