



## Digital Marketing Intern

**Reports to: Director, Brand & Communications**

### **The Position:**

Alpine Canada Alpine (ACA) is the national governing body for ski racing in Canada and home to three of Canada's most exciting snow sports: Alpine, Para-Alpine and Ski Cross Racing. The organization has a strong board of directors and senior management leadership that are committed to a vision for Canada to be a world class ski racing nation inspired by the passion and performance of Canada's ski teams. Our mission is to increase Canadian ski racing podium performances and to inspire growth in participation and fans.

We are currently seeking a talented individual to join our organization in the role of **Digital Marketing Intern** to support the organization during the ski racing season, Oct 1 through March 31.

Reporting to the Director, Brand & Communications, the Digital Marketing Intern is a member of the Communications Team. The Intern will play a role in ACA's storytelling initiatives that bring ski racing to life for Canadians. The successful candidate will support activities of the Partnership and Marketing Department across digital assets including the website, social media, and newsletters, while providing general support on the day-to-day operations of the department.

Interns will experience working in, and contributing to, ACA's high-performance sport culture. This is a paid position and interns also participate in the CANskiteam apparel program as well as the partner discount program.

### **Duties:**

- Produce content in the form of graphics, infographics, video, photo and written for distribution across all ACA digital channels
- Assist with development of strong, brand infused copy for social media and organizational website, using both written and editing skills
- Support daily maintenance and improvement of Alpine Canada social media channels to targeted audiences
- Under the supervision of the Digital Manager, post to the ACA accounts
- Produce website content and maintain on-going accuracy of content including homepage updates, news stories, athlete bios, event information and sponsor content
- Contribute to newsletter production and deployment
- Monthly reporting on digital results and recommendations for improvement
- Support the overall Partnership & Marketing teams in day-to-day servicing of partners and licensees
- Other responsibilities as required



### **Working Conditions**

- 20-25 hours a week
- Working on weekends is a requirement during the ski racing season, October through March, (work generally completed before noon on weekends)
- Microsoft Office 365, Outlook, PowerPoint, Excel, Word, Teams, Adobe Creative Suite
- Calgary based office and remote work from home

### **Employment Requirements**

- 2-3 years experience in communications, marketing, business, or a related field.
- Currently studying, degree or Diploma, in a related program
- Familiarity with digital media platforms and campaign software/tools is a requirement
- Experience with mainstream social media platforms, Facebook, Instagram, LinkedIn, Twitter
- Experience in content creation, including video production and editing, is required
- Experience with graphic design is an asset
- Understanding of web development, HTML and CSS
- Interest in, or even better, a passion for ski racing is an asset
- Demonstrates and embodies the ACA values of Excellence, Leadership, Accountability, Respect and Courage

### **Addition Skills Preferred (but not required)**

- Bilingualism (English / French) is an asset
- Familiarity with Monday.com and HubSpot

Additionally, the candidate must be able to demonstrate excellent interpersonal and collaborative skills and experience driving results in a complex workplace and stakeholder environments. Advanced ability working with MS office applications is required.

Please send your cover letter and resume to [careers@alpinecanada.org](mailto:careers@alpinecanada.org). Interviews will take place via teleconference and possibly in person.

We thank all applicants for their interest; however, only those considered for an interview will be contacted.

### **CONTACT INFORMATION**

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