

Job Title: **Marketing & Social Media Intern**

Job Description

The Marketing & Social Media Intern will support *the Canterbury Club* (an AMS-ratified student club at Queen's University) and St. James Anglican Church with the planning and implementation of an Integrated Marketing Communications (IMC) strategy to increase both the club and the church's presence and engagement with students on campus and young adults. The intern will be expected to meet bi-weekly with **Lisa Chisholm-Smith** (Canterbury Club chaplain); and meet with members of the Canterbury Club Executive, other club members and members of St. James church as needed. This position is hybrid (remote and in-person) with flexible hours and a commitment to an average of 3 hours per week.

Benefits:

- The opportunity to develop and carry out a marketing plan from start to finish.
- Gain relevant experience for educational or personal goals as well as transferable skills.
- Opportunity to meet new people and work in a non-profit environment for a charitable organization.
- References based on your work performance to assist you on the next phase of your education or career journey.

Key Responsibilities

- Managing and maintaining social media accounts
- Creative brainstorming for ways to reach university students and young adults.
- Analyze marketing campaign data, website traffic, and customer engagement metrics to identify trends, evaluate campaign performance, and provide insights for future marketing strategies.
- Assist in creating marketing materials such as social media posts, posters, and advertisements, ensuring they align with our templates and target audience.
- Provide advice and recommendations for attracting new Queen's university students and young adults.
- Maintaining consistent messaging and ensuring that all content is aligned with the Canterbury Club and/or St. James Anglican Church's goals, vision, and values.
- Generating, editing, publishing, and sharing engaging content regularly

Eligibility:

Must be eligible for Work Study Positions

Skills & Aptitudes Required

- Strong understanding of how students use social media, what they want to see, and ideas about how to create content that they will connect with
- Strong organizational and logistical skills.
- Open and respectful towards religious traditions/practices that may not be the student's own
- Awareness of and demonstrated commitment to principles of equity, diversity, and inclusion.
- Conduct self in a respectful, non-judgmental, and supportive manner

- Maintain strict confidentiality with respect to data and personal contact information.
- Ability to multi-task and work independently with minimal supervision
- Experience and interest in marketing and communications strategies; a desire to try new things and think outside of the box.
- Excellent communication and interpersonal skills; ability to work with a broad range of internal and external audiences and to provide clear, accurate information.

Technical /Assets

Knowledge of and experience with the following would be considered an asset for candidates:

- Canva or Adobe Creative Suite
- Mailchimp and other e-newsletters
- Ability to create video content and reels
- Photography
- Familiarity with churches, Christian religious organizations (eg. camps or social outreach)

Setting

St. James Anglican Church is vibrant Christian church for all ages conveniently located on the doorstep of the Queen's University campus.

It is the parish sponsor for the Anglican Chaplaincy at Queen's which operates out of St. James and the church funds the activities of the Canterbury Club.

Limits of the Position

Coordinator will serve according to established policies, practices, and guidelines of:

- the Anglican Diocese of Ontario (regional office of Anglican Church of Canada)
- St. James Anglican Church, Kingston
- Queen's University's Alma Mater Society regarding clubs

and all applicable municipal, provincial, or federal laws.