

## SUMMER INTERNSHIP

### Digital Media & Content Marketing Intern

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#### ABOUT BLADE

Blade Creative Branding, founded in 1991, is an innovative Toronto-based agency that creates intelligent, results-oriented branding and advertising solutions for its clients. Blade builds brand communities with ideas that cut through.

#### POSITION SUMMARY

Are you passionate about the future of digital media, social media, content marketing and the role it plays for brands? Are you looking for an opportunity to hone your skills? If you have the desire to learn, then our senior staff are ready to provide mentorship.

Join the BLADE team this summer and learn from one of the industries most dynamic and forward thinking branding and advertising agencies.

#### YOUR LEARNING OPPORTUNITIES

##### Assisting Blade's Media Team

- Participate in weekly staff and production meetings.
- Observe and participate in strategic discussions and creative brainstorming.
- Conduct competitive and trend research to assist in the planning of digital, social and content campaigns.
- Assist in the planning and production of a variety of content including editorial calendars, social posts, articles, video content, webinars, ebooks, infographics, white papers, newsletters and more.
- Assist in the publishing and distribution of content across a number of digital mediums.
- Assist in brand community management including monitoring online engagement across multiple social media platforms and facilitating contests.
- Assist in the collection of performance metrics, the creation of campaign reports and brainstorming optimization strategies.

#### YOUR QUALIFICATIONS

- University under-graduate degree and/or certificate from a recognized Advertising/Marketing program.
- Understanding of branding and advertising principals with a passion for content marketing, community management, social media and digital media.
- Strong writing and verbal skills.
- Proficient in Word, Excel, Power Point and email software.
- Strong organizational and time management skills.
- Self starter who works well independently and in a collaborative environment
- Able to set priorities, problem-solve and think on your feet.
- Willingness to learn new software and applications.
- Experience with Google Analytics, Social Media Platforms, and Adobe Creative Suite a plus.

#### CONTACT US

Please address your letter of interest and resume Kathryn Hess at [kchess@bladebranding.com](mailto:kchess@bladebranding.com).