

Job Title Digital Marketing Intern  
Company Wingman Direct Marketing & Digital Advisory  
Location Calgary, AB  
Term 17 weeks starting Tuesday May 2, 2023, through Friday, August 25, 2023  
Hours per Week 30 hours per week  
Rate of Pay \$19.25 an hour  
Office hours 9:00am-4:30pm Tues to Fri (Every weekend is a long weekend)  
Deadline Tuesday, February 14, 2023 @ 5pm (MT)

#### Job Description

Under the strategic direction of the Chief Digital Officer and working closely with Wingman's Content Strategy Lead, the Digital Marketing Intern will become a key member of Wingman flight crew providing a wide range of digital marketing, design, content development and research support.

#### Key Duties:

- The crew member will optimize website content for Wingman and our clients
- They will plan, curate/craft, and implement website and social media digital communications content for Wingman and our clients
- They will navigate the execution of our clients' "Flight Plans" through content development and tools such as WordPress, SocialPilot, Canva, HubSpot, etc.
- Using Adobe Creative Suite, Canva, ChatGPT, Twitter, Facebook, LinkedIn, Instagram, etc., they will position Wingman nationally as the digital marketing experts we are
- The crew member will assist in managing and tracking marketing performance; create analytical reports, spreadsheets, and worklists for Wingman and Wingman's clients
- They will conduct research and analyze market trends including competition review

#### The successful flight crew member will bring

- Everyone says they have keen attention to detail, strong communications, and excellent interpersonal skills. These are table stakes for this role. To join our flight crew, you will need to find a way to demonstrate this.
- The appropriate flight training credentials such as enrollment in a related post-secondary degree program - ideally in 3rd or final year.
- Significant hours "in the air" hands-on using and honing digital marketing and social media experience both scholastically and client-side or within an agency
- Strong working knowledge of social media platforms including but not limited to Facebook, LinkedIn, and Instagram and basic web technologies (HTML, CSS, PHP, etc.)
- Intermediate to advanced MS Office skills needed
- Intermediate to advanced Adobe Creative Suite skills would be a plus
- Experience with tools such as Mailchimp, HootSuite, HubSpot and WordPress would be a plus
- A positive attitude, self-motivated, result oriented and deadline driven
- Ability to effectively fly solo and as part of a creative team

#### As part of our flight crew, you will be provided

- A competitive hourly rate and every Monday off – that's right; a long weekend every weekend throughout the contract.
- A safe and creative space designed to encourage collaboration
- Flexible workplace in a hybrid setting

- You will have the opportunity to positively impact the future navigation of our client-focused full-service marketing agency and our clients

#### Why join the Wingman flight crew?

- Wingman is a full-service marketing strategy and execution agency. We set ourselves apart by being experts at streamlining efficiencies and maximizing results while always mindful of campaign cost and timing.
- Our home barracks are in Calgary, AB but we have clients across Canada. Wingman flight crew are subject matter experts, problem solvers and creative professionals, well-versed in B2B and B2C strategies and communications. We prefer the term B2me.
- Our crew at Wingman have over three decades of combined expertise providing successful results-driven marketing solutions in the strategy, design, and execution of effective campaigns for organizations large and small.
- At Wingman, it is not enough for us to simply be the best in assisting our clients surpass their objectives. We take our corporate responsibility goals seriously and exercise them through our commitment to the local Make-a-Wish Foundation as a recipient of Wingman Wishes initiative.

#### Next steps

We hope you will join our flight crew at Wingman where our clients' results are our only focus. We keep our eyes on the prize. Otherwise, why do it?

- Please submit applications through the communicated procedures.
- The application must include a cover letter (clearly demonstrating your qualifications and availability for this position) and current resume.
- Applications must be submitted in a single PDF document no later than Tuesday, February 14, 2023, at 5:00 pm (MT).

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Wingman Direct is an equal opportunity employer and is strongly committed to fostering diversity within our community. We encourage expressions of interest from all qualified applicants for consideration for this position however only residents of Calgary and surrounding towns will be given consideration. **Please note that you need to be available for all 17 weeks of contract.**

We thank all candidates for their interest but only applicants selected for an interview will be contacted.