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| Company: Black Community Resource Centre (BCRC) | |
| Job Title: Digital Marketing and Content Specialist | |
| Reports to: Managing Director | Location: Montreal |
| Start Date: January 2022 | Status: Internship ending March 2022 |
| Salary: \$ | Working Hours: 35 |

Company Description

BCRC is a growing, resource-based organization that strengthens community capacity by providing professional support to organizations and individuals in need. The Centre is committed to helping visible minority youth rekindle their dreams and achieve their full potential. We provide and implement professional innovative support services to individuals, communities, para-public and public organizations. We also develop and run health, education, socio-culture, and community economic development programs.

Position Overview

Within the framework of the Digital Skills for Youth Program, coordinated by Communautique, The Black Community Resource Centre is looking for a Communications and Digital Marketing intern. Reporting to the **Managing Director**, the intern will fulfill the role of a Communications and Digital marketing coordinator to the organization working closely with the health and social services program. The intern will attend an online digital training to acquire skills that can be applied on the job. The intern will assist in creating original content for our website and advertising our programs which will include the creation of graphics, social media content (Facebook, Instagram, Linked-In), outreach materials, informational videos, newsletters development, and other documentation which will assist in increasing community and social media engagement.

Duties and Responsibilities

- Conducting in-depth research on industry-related topics in order to develop original content
- Work with the team to develop marketing plans and prepare marketing materials
- Work and co-ordinate with multidisciplinary teams to develop Website graphics, content, capacity and interactivity
- Create and optimize content for our websites using a variety of graphics, database, animation and other software
- Assist with marketing and promotion of on-line events including conference, forums and on-line job fairs
- Assist with management, marketing and promotion of our job search website
- Write and create various types of optimized content on a consistent basis, including blogs in support of other projects and to attract site visitors through search, social media, and our email subscribers. (Examples include blogs, newsletters, infographics, guides, video/video scripting, case studies, etc.).
- Build and manage our editorial calendar and grow our subscriber base by providing them regular, helpful content that's in-tune with their needs.
- Attend community events and meetings as a representative of the organization and

- foster partnerships with community members and organizations.
- Regularly report progress on community outreach activities to the Managing Director
- Other duties as required

Desired Skills / Qualifications

- Post-secondary Diploma (eg. DEP, AEC, DEC, undergraduate and graduate diplomas) · Knowledge of Word-press
- Excellent written and verbal communication skills.
- Bilingual in English and French(reading, speaking and writing).
- Experience managing social media accounts, websites, google analytics, Facebook and Google Ads.
- Experience developing a community outreach and engagement strategy
- Experience building marketing automation and marketing newsletters campaigns
- Digital marketing knowledge and skills with demonstrated success in digital performance.
- Adaptive, flexible, strong attention to detail, problem solving and time management skills.
- Strong analytical and planning skills.
- Ability to multi-task and strong work ethic.

Eligibility criteria for the Digital Skills for Youth Internship Program

- Be between 15 and 30 years old at the start of the internship;
- Have completed post-secondary studies;
- Have the legal right to work in Canada;
- Be a Canadian citizen, a permanent resident or a person who has been granted refugee status in Canada;
- Not receiving employment insurance (EI) benefits during the internship;
- Self-assess as underemployed, that is, they are unemployed, employed below their educational level or have part-time jobs; and
- Not have already completed an internship as part of a Youth Strategy program of the Career Focus component.
- Not to do this internship in the context of their studies, nor be studying full time.

All interested candidates ready for this challenge are requested to send their resume to the attention of the Managing Director at: md@bcrcmontreal.com **Interviews will start as soon as December 15, 2021 priority will be given to early applicants.** Applications will be accepted until **December 22nd, 2021.**

Please note that we will only contact those candidates retained for an interview. Selected applicants must provide attestation to academic study. BCRC hires on the basis of merit and is strongly committed to equity and diversity within its community. At BCRC, we provide equal employment opportunities to the four designated groups and we welcome applications from women, Indigenous persons, persons with disabilities, and members of visible minorities, as well as from all qualified candidates with the skills and knowledge to productively engage with diverse communities. We thank you for your interest in working for BCRC!