



STFX
UNIVERSITY

COADY
INSTITUTE

Marketing & Communications Intern, Coady Institute

Background

Coady Institute is seeking highly organized, motivated, and forward-thinking post-secondary student to join the team as a Marketing & Communications Intern.

Coady Institute, located at St. Francis Xavier (StFX) University was established to honour the legacy of the Antigonish Movement. Coady Institute works in collaboration with partners across Canada and the globe to reduce poverty and transform societies by strengthening local economies, building resilient communities, and promoting social accountability and good governance. The Institute is committed to accompanying generations of global leaders skilled in the application of citizen-led, asset-based, and community-driven leadership for economic and social change. As communities, organizations, and individuals, we believe that people have the assets and strengths to collectively address economic, environmental, and social challenges and inspire meaningful change—to be able to shape a future that works for all.

Reporting to the Manager of Marketing & Communications, the Intern will acquire hands-on experience developing and implementing promotional strategies for Coady Institute. This position will work alongside the Marketing & Communications team to increase the brand awareness and reach of Coady Institute, track and analyze the performance of marketing campaigns, and deliver strong and consistent marketing and communications strategies in line with Coady's brand identity.

What Can I Expect in This Role? The Marketing & Communications Intern will contribute to the successful promotion of Coady Institute and associated programs and projects specifically the [Pathy Foundation Fellowship](#) (20%).

Tasks may include:

- Supporting the implementation of Coady Institute's marketing and promotion strategy through content creation, social media engagement, and the development of new resources and materials.
- Providing support throughout various stages of a marketing campaign and promotional activities.
- Assisting with and conducting research aligned with the Coady Institute's marketing priorities. This includes but is not limited to data collection and research on marketing trends, the Institute's unique value proposition, target audiences, and comparative analysis to inform program promotion improvements.
- Working with Coady staff to identify new opportunities for promotional growth and effective communications to target audiences.

- Performing maintenance and upkeep of visual assets library, communications lists, website, and social media.
- Other duties as assigned.

How Will This Internship Benefit Me?

- Gain hands-on, practical experience working within an asset-based, community-focused leadership program (developing and implementing innovative marketing methods, tailoring content and communications approach to target audiences and various stakeholders, deepening communications around social impact, gathering and sharing stories of impact, honing research and marketing skills, etc.).
- Be encouraged to pursue your own area of interest within the scope of work.
- Join a team that values the experience, perspective, and voices of all team members.
- Work for leading, world-renowned community development and educational Institute; collaborate with Coady colleagues, deepen your understanding of local and global impact initiatives, and support the success of a youth development program.
- Broaden your marketing and research skillset within the social impact and education sectors.

Coady Institute and StFX respect and welcome diversity. Applications from Indigenous persons, Black/African Nova Scotians, people of colour and people across spectrums of gender, sexuality, abilities, and age are highly encouraged. It is important to our emphasis on community-based research that all communities are represented. We encourage applicants to self-identify. Only those selected for an interview will be contacted. All qualified candidates are encouraged to apply.

How Do I Qualify? Applicants for this position must be currently enrolled in a post-secondary program. We are looking for a motivated individual who:

- Aligns with the values of the Coady Institute.
- Is interested in and has relevant skills in marketing, promotion, and communications.
- Can work well both independently and in a collaborative environment.
- Has the ability to remain organized, self-directed, and task focused.
- Has high attention to detail, and excellent communication skills.
- Has a willingness to learn, adapt, and improve.
- Is proactive, flexible, and able to balance and shift multiple priorities in a dynamic and fast-paced environment.
- Act in a professional, ethical, and inclusive manner.

Although not required, we consider the following as assets:

- Experience and knowledge of digital marketing (social media, Canva, MailChimp, Office Suite, etc.).
- Current or past experience and education in Marketing or a similar field.

Hours / Term / Location of Work:

- The position requires a 37.5 hour per week commitment.
- The ideal start date for this position is May 6, 2024. The position's end date is August 23, 2024.

How Do I Apply? Please compile the following documents:

1. **Your Resume** (maximum 2 pages).

2. **A Cover Page** (maximum 1 page, single-spaced) including your motivations for applying to this position, and values-alignment to Coady Institute. Though not required, feel free to suggest broad ideas you have for the marketing and promotion of Coady, as well as skills, experiences, and assets you would bring to the position.

**Please ensure to include your Name, Email, Phone Number, and Address on your resume.*

**Please ensure to include contract details for a minimum of one reference on your resume.*

*Submit your application package in confidence to Nikita Patel at npatel@stfx.ca using the Subject Line: **Marketing & Communications Intern Application – Your Name.***

Deadline for Submissions: Friday, March 1, 2024 (12 NOON ADT)