

## Marketing Co-op (Winter 2019 Co-op Term: 4 or 8 months)

We are seeking an energetic Marketing Co-op to join our dynamic team and help us to expand our marketing activities. The successful candidate will work closely with the marketing team and various stakeholders to increase brand recognition.

### Essential Duties and Responsibilities:

- Take charge of marketing communications projects as assigned by the Marketing Manager
- Develop and execute marketing campaigns
- Create and edit written content including:
  - News articles for the company website and industry publications
  - Email newsletters
  - Product brochures and case studies
  - Papers and presentations for conferences
  - Social media updates
  - Technical documentation
- Contribute to international tradeshow planning
  - Understand tradeshow key objectives and basic tradeshow logistics
  - Complete tradeshow applications and paperwork as needed
- Perform other duties as assigned

### Qualifications:

- Working towards Bachelor's degree in Communications, Marketing, Business, Journalism, Public Relations, or a related field
- Demonstrated strong writing background and attention to detail

### Knowledge/Skills

- Experience with creating online and print marketing communications material
- Excellent research and technical writing skills with an eye for detail
- Strong understanding of the importance of branding and of developing a voice for a product or service
- Excellent project management, planning and organizational skills
- Ability to understand technical/engineering concepts, hardware/software or Mining is an asset
- Fluency in other languages, especially: Spanish, Portuguese, French (preferred but not mandatory)
- Enthusiastic team player with ability to work independently and handle multiple projects

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