

# Digital Marketing Intern

## ABOUT THE ROLE

The Digital Marketing Intern role requires advanced knowledge of social media platforms, including Reddit and TikTok, and the ability to produce high-impact, data-driven video content grounded in company products, system performance data, and sustainability outcomes. The role sits at the intersection of digital media, data interpretation, and engineering-based problem solving, translating complex water-technology solutions into clear, credible digital content that supports business growth and showcases the work of the LWR Innovation Center. This is a selective role intended for candidates who demonstrate exceptional creative execution, analytical thinking, and a high level of comfort working with technical subject matter.

## RESPONSIBILITIES

- Plan, manage, and maintain social media content calendar across X, Facebook, LinkedIn, and Instagram with a strong focus on TikTok.
- Create engaging short-form content, including conceiving, scripting, filming, and/or editing videos.
- Designing graphics and visual assets for social posts.
- Write clear, on-brand, and engaging copy for social media and campaigns.
- Maintain and update website content as required.
- Manage social media engagement, including monitoring comments, messages, and interactions.
- Assist in preparing visuals, briefs, or assets for sales/marketing campaigns.
- Contribute to brainstorming sessions for new creative ideas, campaigns, and content strategies.
- Maintain accurate files, copy and data management within the company databases and software tools.
- Work with internal marketing, data and technical teams to ensure accuracy and integrity of content
- Submit timesheets to payroll on bi-weekly basis.

## QUALIFICATIONS

- You must be currently enrolled in a Bachelor's degree program related to business or data/business analytics
- Deep, working knowledge of major social platforms, with particular strength in TikTok, Instagram Reels, and YouTube Shorts
- Comfortable with content creation across multimedia formats (graphics, short-form video, etc.)
- Strong creative mindset with video editing skills
- Proficiency with Canva and modern digital content tools
- Strong visual eye and high attention to detail
- Organized and skilled at time management across multiple priorities
- Authorized to work in Canada full-time (40 hours a week)

## SCHEDULE AND WORK ENVIRONMENT

- 40 hours a week, hybrid schedule in office and remote
- Long periods of sitting

## TOOLS/EQUIPMENT

- Student must work from their personal computer for the duration of the internship

**To apply, complete the Candidate Profile and submit your resume through the link. [APPLY HERE](#)**

Please note that we will not be considering new graduates for this role.

We appreciate your interest in our company, but only those selected will be contacted. Thank you for considering LWR!