



## **Digital Marketing Student**

We are searching for a talented marketing student to join the LWR team for a 4-month internship. This position will start in January 2022 – April 2022 and will be full-time. The ideal candidate will have a passion for marketing, analyzing and using data to make meaningful insights, and wants to work in a fast-paced dynamic environment.

This will be a remote role that requires an established workspace with internet, privacy and a proficient computer that can run various programs like Microsoft Office.

To be considered, you must be enrolled in school and are eligible to work in Canada. This position is also subject to eligibility requirements under government funding programs. Details are at the bottom.

## **Required Skills & Experience**

- Currently enrolled in a business degree program focused on marketing
- Previous experience working remotely is an asset
- Ability to collect, analyze and interpret data for market trends
- Ability to work both independently and collaboratively is essential
- Detail-oriented and organized individual with a strong desire to innovate/develop new marketing initiatives
- An out of the box thinker
- Proficient in using the Microsoft Office suite
- Possesses excellent communication skills both in written and verbal form

## **Responsibilities**

- Produce meaningful marketing KPI dashboards and deliver monthly, cross-channel performance reports with actionable insights
- Develop conversion optimization strategies with the aim of improving efficiency in the company's digital marketing initiatives
- Implement tracking into various marketing initiatives using Google Tag Manager
- Benchmark performance across all online channels and advising on KPIs based on performance analysis (Think with Google)
- Report on key metrics, analyze and interpret trends and provide actionable insights based on available analytics data
- Analyze online user behavior, conversion data, customer journeys, funnel analysis and multi-channel attribution
- Spot opportunities to try innovative new methodologies and improve the analytical procedure
- Improve and measure SEO
- Work with analytical software including but not limited to Google Adwords, Google Analytics, and more

- Enhance the virtual client experience, with the assistance of LWR's computer programming team, using Augmented Reality in the mobile app, system manual, as well as a sales tool to be used at trade shows and as part of the sales process.
- Co-develop marketing collateral and company presentation templates
- Perform market analysis and research on competition
- Assist in marketing and advertising promotional activities
- Support the marketing team in daily administrative tasks

**To Apply:**

Forward your resume and cover letter to [careers@livestockwaterrecycling.com](mailto:careers@livestockwaterrecycling.com)

- The subject line of the email should include the name of the position you are applying for
- Please use the following format for naming the files you submit:
  - Resume\_First Name Last Name
  - Cover Letter\_First Name Last Name

Initial communication for selected applicants will be done by email, please ensure you monitor your junk mail. We appreciate your interest in our company, but only those selected will be contacted.

**Do you meet the requirements under the government funding programs?**

- Canadian citizen, permanent resident or have refugee status
- Must be registered as a full-time student in a post secondary institution