

## ABOUT THE ROLE

The Marketing and Communications Intern will support the Marketing team in a variety of tasks as listed below. LWR's head office and Innovation Center is located in Calgary, however this position may also be available as remote work.

## RESPONSIBILITIES

### BRAND

- Champion and adhere to the LWR brand guidelines
- Partner with marketing team to deliver the brand voice of our campaigns
- Participate in brainstorming and other idea-generating team sessions

### COMMUNICATIONS

- Write and edit funding, grant and award applications, sales collateral, social media captions, blogs, project descriptions, press releases, newsletters, sales proposals, etc.
- Research eligibility requirements of potential funding programs
- Ability to gather information to ensure a thorough understanding of projects
- Develop budgets, timelines, work plans, and other required documents
- Build presentations and secure letters of support as needed
- Update/edit existing collateral for various interdepartmental teams including brochures, presentations, promotional materials, equipment manuals, and website elements.

### MARKETING GENERAL

- Deliver and proof engaging copy for campaign components
- Assist the marketing team on content management and delivery
- Assist the marketing team on social media campaigns and monitoring
- Administrative support on email marketing projects including reporting, content sourcing, response monitoring
- Provide administrative and project support for a variety of marketing initiatives

## REQUIREMENTS

- Currently enrolled at a post-secondary institution or recently graduated
- 1–2 years of experience in marketing and communications
- Excellent written and verbal communication skills
- Solid understanding of various communications strategies
- Working knowledge of brand equity
- A keen eye for details and aesthetics
- Good listener, willing to take critiques and amend documents from feedback
- Ability to work in a fast-paced environment, under deadlines
- Ability to juggle multiple projects at once
- Computer applications expertise, e.g. MS Office, Excel, Power Point, etc
- Patience to send collateral through multiple approval processes
- Flexibility to switch between projects or pivot quickly should the requirements of the project change

## TO APPLY

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

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

*If so, please forward your resume and cover letter to [Human Resources](#)*

- The subject line of the email should include the name of the position you are applying for
- Please use the following naming format on the files you submit: Resume – First Name Last Name.pdf

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

**Thank you for considering LWR!**

