

### Program Outreach Summer Intern

We are looking for a Program Outreach Summer Intern, who's primary responsibility is to research and find ways to build relationships with new partners in the faith and ethno-cultural communities - the nature of the work will take them out into the Calgary community.

The goal is to introduce the Employment and Life Skills program to more community connections outside of the regular referral stream in order to increase program participation.

The intern will work closely with the program Manager to create an outreach plan and social media strategy. The intern will research and recommend potential groups to contact and will also take a lead role in contacting and meeting with the groups.

Though this internship the intern will gain hands on experience with a non-profit organization expanding and deepening outreach activities – in person and through social media.

As Program Outreach Intern you are marketing savvy and results oriented. We want candidates to be enthusiastic, bring fresh ideas to the table and have great organizational skills.

#### **Ideal for someone with course work/experience in:**

- Digital Communications and Media
- Event Management
- Business Administration
- Marketing

#### **Some specialized skills required:**

- Creative thinker prepared to articulate new outreach concepts and strategies for social media – Facebook, Twitter, LinkedIn and Instagram
- Positive attitude and effective people skills, in order to develop community outreach opportunities
- Self-directed
- Ability to work independently and conduct research
- Excellent written and oral communications skills

#### **What we will accomplish at the end of the Internship:**

- Implement strategies to fill gaps and expand program outreach
- A social media plan to increase social media exposure for the Employment and Life Skills Program

To apply for this position, you must:

- be an Alberta resident with an Alberta address and living and/or attending school in the province;
- have attended a high school or a post-secondary institution in 2018-19 Academic Year (September 2018 - June 2019) and is returning to school full time in the following year (no later than November 1, 2019); o Note: Eligible students must be enrolled in a program which will result in a credential (e.g. certificate, diploma, degree) and/or completing academic upgrading courses. Apprenticeship technical training programs are ineligible.
- be available for full-time summer employment.

Send your resume and cover letter : [employmentlifeskills@makingchangesassociation.ca](mailto:employmentlifeskills@makingchangesassociation.ca)