

MULTIMEDIA & CONTENT CREATION

SUMMER STUDENT



Term: Full-time, 4 months

Start Date: May 2024

Location: Hybrid/Beltline - Calgary, AB

Experience: Pursuing a continuing education certificate in Communication and Media Studies, Broadcast Media Studies, Digital Media Studies, or a related field.

COMPANY OVERVIEW

Monark is a live, interactive, data-driven development and performance optimization platform designed specifically for busy middle managers and new leaders. At Monark we combine the power of a digital platform with live mastery sessions to deliver personalized, high-impact learning experiences at scale. We make it easy for leaders to engage in development regularly and consistently.

THE ROLE

We are seeking an intern or summer student who is creative, enthusiastic, and innovative to join the **Marketing and Communications Team** as Multimedia and Content Creation Intern. This is a unique opportunity to gain **hands-on experience in content creation, digital marketing, and multimedia production** while contributing to impactful marketing initiatives, growing our social media presence and attracting new prospects. To succeed in this role, you will be passionate about visual storytelling, with a keen eye for design and a strong understanding of multimedia tools and platforms.

KEY RESPONSIBILITIES

- Report directly to the Marketing and Communications Manager, to align multimedia content with campaign objectives and brand guidelines.
- **Content Creation:** Assist in the development and production of multimedia content, including video clips, motion graphics, photography, and digital assets for marketing campaigns, social media platforms, websites, and internal communications.
- **Video Production & Editing:** Support the creation of promotional videos, event highlights, and interviews. Assist with video editing, sound design, and post-production tasks.
- **Graphic Design:** Create visually appealing graphics for social media, email newsletters, blogs and landing pages on our website, and other channels using Canva (and other tools).
- **Social Media Support:** Assist in the creation of engaging social media content and help schedule posts across various platforms. Monitor analytics and provide insights on content performance.
- **Research & Trends:** Stay current on multimedia trends, digital marketing techniques, and best practices to contribute fresh ideas and innovative content.

OUR IDEAL CANDIDATE HAS/IS:

- **Strong proficiency in multimedia tools and software**, and tangible experience with animation, motion graphics, and/or videography for digital marketing (**if you have a portfolio, we would love to see it**).
- **Familiarity with social media platforms** (e.g., LinkedIn and TikTok) and social media management tools.
- Basic knowledge of **web design and content management systems** (e.g., WordPress) would be an asset.
- **Strong communication** and interpersonal skills, excellent organizational skills and attention to detail.
- **Creative mindset** with the ability to work independently and in a team environment.
- **Ability to manage multiple tasks** and meet deadlines in a fast-paced environment.

OTHER DETAILS & BENEFITS

- We have a big vision to be THE leadership development solution for organizations globally, and right now there is an excellent opportunity to join us in the early stages of this journey.
- We practice what we preach: we regularly engage in learning and reflection, and we embrace a feedback and accountability-driven culture.
- We work incredibly hard, but we also like to have fun, and are always sure to carve out time for team building opportunities and activities.

Please send a cover letter explaining why this position interests you along with your resume to:
kristina@leadwithmonark.com

BONUS POINTS IF YOU SEND SOMETHING CREATIVE THAT MAKES YOU STAND OUT