



Position Summary

Position Title: Digital Marketing Intern

Reports: Directly to President

Term

We need a new member of our team that is ready to work with multiple brands in the social media marketing space to promote environmentally friendly water remediation solutions.

Must-haves include creative thinking, strong communication skills, stellar writing and proofing abilities, great organizational skills, and Photoshop knowledge. Willingness to learn about water issues and solutions.

We need a new member of our team that is ready to work with multiple brands in the social media marketing space. Must-haves to include creative thinking, strong communication skills, stellar writing and proofing abilities, great organizational skills, and Photoshop knowledge. Marketing plan and measurement: Work as part of our management team. Creating meaningful blogs, social media posts to promote our water remediation solutions. Improve website SEO and content so customers can find our solutions. About Us, Clean Water Pro has been growing rapidly and is looking for a digital marketer to help us continue this growth. Our company specializes in remediating lakes & ponds and has been in business since 2008. Clean Water Pro sells, installs, and maintains fine bubble aeration systems designed to pump dissolved oxygen into stagnating water. Other services include bacterial treatments, pond dyes, and vegetative management solutions (in the water and on the shore). Clean Water Pro also provides a valuable diagnostic service for assessing the precise stage of your dugout, pond, or lake. Clean Water Pro takes a comprehensive approach to the physical, environmental, and chemical composition of water and the surrounding area. To learn more about our company please go to <https://cleanwaterpro.ca/> We are conveniently located southwest of Winnipeg in beautiful Carman Manitoba! Continue to refine and define our social marketing process. Create social media, PR and advertising campaigns, research top influencers, competitors for our water remediation company. Create timely and engaging content optimized for each specific platform and intended audience. Monitor sites for customer service opportunities Monitor competitor sites to ensure our pricing is relevant Be solutions-oriented and bring a positive attitude to the team. Create engaging and professional visuals that reflect your client and their brand

(Customize social media pages, blog graphics, etc.). Create, edit, proof, and publish engaging blog posts and newsletters. ? Develop sales sheets and communication for new and existing clients Improve websites including eCommerce store Create engaging case studies based on environmental projects we are conducting Video recording and editing for websites, social media and YouTube Create dynamic reports for clients Create marketing programs that include video, photo social media post to drive traffic to our sales team and eCommerce store

To learn more about our company, please go to <https://cleanwaterpro.ca/>

You

- Create timely and engaging content optimized for each specific platform and intended audience.
- Build SEO and monitor for improvements
- Create social media, PR and advertising campaigns, research top influencers, competitors for our water remediation company.
- Continue to refine our social marketing process.
- Monitor sites for customer service opportunities
- Monitor competitor sites to ensure our pricing is relevant
- Be solutions-oriented and bring a positive attitude to the team.
- Measure KPI's
- Create engaging and professional visuals that reflect your client and their brand (Customize social media pages, blog graphics, etc.).
- Create, edit, proof, and publish engaging blog posts and newsletters.
- Develop sales sheets and communication for new and existing clients
- Improve websites including eCommerce store
- Create engaging case studies based on environmental projects we are conducting
- Video recording and editing for websites, social media and YouTube
- Create dynamic reports for clients
- Create marketing programs that include video, photo social media posts to drive traffic to our sales team and eCommerce store

QUALIFICATIONS

- Some experience with social media platforms including, but not limited to, Facebook, LinkedIn, Twitter, Instagram, YouTube, and more.

- Knowledge of social media and analytics software (Google Analytics, Hootsuite, Facebook Insights, Facebook Ads Manager, etc.).
- Excellent design skills (must have great taste!) and a basic understanding of Photoshop.
- Advanced knowledge of Microsoft Office, basic knowledge of PC and Mac operating systems, comfortable troubleshooting technical issues and finding solutions.
- Strong, professional written and verbal communication skills.
- Strategic content creation and excellent editing skills.
- Ability to work independently and in a team environment.
- Exceptional time management skills
- Working knowledge of paid social media advertising campaigns, including Facebook and LinkedIn is a bonus.

Credentials and Experience

- Post-Secondary education in Business Administration, Marketing and/or Communications
- Superior written and verbal communication skills
- Highly proficient in the Microsoft Office Suite; Word, Excel, Outlook, PowerPoint
- Experience and/or a keen interest in technology, digital applications, websites, and the aptitude to troubleshoot common technical and user issues
- Hands-on experience supporting and executing promotional initiatives is considered an asset
- Experience with email, social media marketing, marketing automation platforms and/or CRM platforms, website development

Type of Person Whom Will Succeed in this Role

- Be a team player and able to project a strong professional demeanour
- Directive personality – solves problems in a decisive manner
- Outgoing – interact in a socially engaging manner
- Sense of urgency – with a high tolerance for ambiguity
- Detail-oriented / numbers focused – but with creativity to get the job done
- Strong drive to help others

What we offer:

- A great culture

- A growing company
- A competitive compensation plan
- Flexible hours of work
- Ability to work from your home

Next Steps

If you think this position may have the potential for you – please send your resume and cover letter to us

In your cover letter, please (briefly) outline the following three items:

1. Relevant work experience
2. Based on the qualifications ... Why are you a good match for this role
3. Your (ballpark) remuneration expectations

* If you do not provide a cover letter - your resume will not be read

Kindly send your application (in 1 PDF document) to:

Lynne Melvin

Clean Water Pro

info@cleanwaterpro.ca

We want to thank all applicants in advance for their interest in us.

We encourage applications from all qualified individuals and believe strongly in diversity.