Vacancy Posting – Competition #2022-01-21 DMF-Intern

Posted date: December 17, 2021
Closing date: Ongoing posting until the position is filled
Position: Digital Marketing Facilitator Intern
Hours of work: 35 hours per week for 13 weeks (depending on start date)
Contract period: 3-months, between March to May 31, 2022 – extension possible
Rate of pay: $23.51 per hour

The Inter-Cultural Association of Greater Victoria (ICA) helps immigrants and refugees meet their social, cultural, and economic goals. Comprised of dedicated staff and volunteers, ICA provides language instruction, support finding housing and employment and a range of other services. In addition, ICA actively engages our community to strengthen connections between immigrants and those born in Canada. Through our work, we build a strong, diverse, and vibrant community. ICA is a welcoming, passionate, and energetic organization that has had a positive impact in the Greater Victoria region for nearly 50 years.

Job description
This position (working remotely) will offer an opportunity for the right candidate to:
• develop their digital and soft skills, apply skills in a work setting, and enhance their future employability in a digital-focused labour market;
• learn community engagement through digital marketing;
• learn about complex not-for-profit social service agency;
• gain experience working in multicultural settings in the largest settlement agency on Vancouver Island;
• develop professional relationships and skills;
• better understand the needs of immigrants and refugees;
• provide support to staff in several departments; and
• work in a safe and inclusive environment.

Serves all individuals, including BIPOC, LGBTQ2+ and Indigenous, and those with diverse abilities. Reports to the Manager of Strategic Engagement.

Qualifications (Education and Training)

Required qualifications:
Candidates must -
• be between 15 and 30 years of age at the start of the employment;
• be legally entitled to work in Canada (either a citizen, permanent resident or person with refugee status);
• self-identify as underemployed (i.e. employed below their level of education, holding part-time employment, or in emerging fields with few jobs;
• have completed post-secondary studies; and
• have no immediate family relationship with the employer.

1 Funding made available from the Government of Canada DS4Y
Preferred qualifications:
- Education related to immigration, not-for-profit management, communications, or community engagement.
- Ability to facilitate training sessions remotely.
- Proficient in a settlement and/or resettlement language.
- Indigenous cultural competencies and/or lived experience with Indigenous communities welcomed.
- Employment requires proof of full vaccination status or exemption documentation.

Key duties and responsibilities
- Support Communication Team with diverse digital marketing activities.
- Optimize content for the website and social media platforms.
- Track the website and social media traffic flow.
- Provide internal reports on a regular basis.
- Execute new and creative collaborations among technologies and platforms.
- Coordinate the creation of digital content (e.g. website, blogs, press releases, and podcasts).
- Manage end-to-end digital projects.
- Establish ICA web presence to boost brand awareness.
- Maintain a strong online company voice through social media.
- Suggest and implement direct marketing methods to increase profitability.
- Monitor ROI and KPIs.
- Stay up to date with digital media developments.
- Provide technical support for online events.
- Support:
  - internal users with digital learning and skill development of immigrants and refugees; and
  - ICA staff to transition to virtual engagement and service delivery, such as online booking, virtual skills training and other digital areas as needed in response to COVID-19.
- Develop training content to increase digital literacy skills.
- Offer digital skills training sessions, and help newcomers and staff develop and practice their digital skills.
- Prepare reports.
- Work with supervisor on project planning, delivery, and evaluation.
- Create awareness of anti-oppressive/social justice issues.
- Participate in regular team meetings.
- Follow all ICA policies and administrative procedures.
- Other related duties as assigned.

Additional information
- As conditions of hire, all successful candidates are required to provide proof of a current, clear criminal record check, including vulnerable populations check; completion of WHMIS training; and full vaccination status.

Submit a cover letter and current resume (in pdf. format), noting relevant qualifications, language proficiency and experience to the Inter-Cultural Association of Greater Victoria, Attention: HR Manager, via email to careers@icavictoria.org. This is an ongoing posting until the positions are filled. Please quote Competition #2022-01-21 DMF-Intern in the subject line.

Please note: This is a unionized position subject to the terms and conditions of our Collective Agreement and of our funding agreements with various funders. As per the Collective Agreement, eligible internal applicants will be given consideration with respect to filling the position prior to external candidates being hired. This position is open to applicants of all genders. This position requires union membership. Employees in a student employment/work experience program working for the first three months or less will not pay union dues but will be members of the Union and are supernumerary. Only short-listed applicants will be contacted.