



Marketing Internship

www.redstoneagency.ca | www.redstoneevents.com

Redstone Agency is looking for a professional, and passionate marketing intern to join our team of event and association experts.

Who we are:

Redstone is made up of dedicated, intelligent, and hard-working individuals. We are tech-savvy, digital-obsessed professionals striving to make a positive IMPACT on the global event and association industry. We believe in establishing and maintaining TRUST with our team members and clients. We strive to achieve 'the best possible', rejecting what is 'simply acceptable' in our mission to go the EXTRA MILE in everything we do.

At Redstone, we recognize that an organization's success is completely dependent on the PEOPLE within it; that's why we choose to only work with the very best.

What we do:

We are event and association management experts. Our mission is to drive growth in our clients' organizations and make a positive impact in the communities they serve.

We identify and address areas of untapped potential in operations and management practices. We develop strong partnerships and integrate seamlessly with our clients' teams to set the strategic direction of their organizations. We combine industry-leading methods and processes so our client organizations can thrive.

Redstone life:

Our office is located in midtown Toronto, however due to COVID-19 our team is working remotely for the foreseeable future. We're a boutique agency with a growing team, which means you will have a lot of responsibility, you'll be challenged daily, and you'll work side-by-side with the senior leadership as you learn and grow within our company. We're steps from some of Toronto's best fashion stores and restaurants but we also provide snacks daily. We have a progressive hours policy – you work when you are most productive and we understand the need to have a work-life blend, because we have that need too. We believe in professional development and attending industry events and we invest in our people and their education.

Who you are:

- You are aligned with Redstone's mission and our core values
- You are currently enrolled in a program with a Marketing focus or related field
- You are required to complete a mandatory placement for school
- You have a basic working knowledge of marketing and communications principles and best practices including strategy development and analytics
- You have experience writing compelling copy for web, social and email
- You can juggle priorities and adapt in a busy changing office environment, managing multiple projects at once, and adhering to strict deadlines
- You have strong interpersonal skills, confidence, poise, integrity, and professionalism
- You have excellent verbal and written communication skills, organizational skills, time management, and must be detail and process oriented
- You can work effectively in a team environment or independently
- You are proficient with MS Word, Excel and PowerPoint and capable of creating visually compelling presentations
- You have an eye for good design and are comfortable using Canva and basic skills in video editing software (or the aptitude to learn) such as Adobe Premiere Pro
- Bilingual in English / French is considered an asset



What you'll do:

Marketing

- Assist with website development initiatives and content updates for website(s)
- Support Redstone's marketing efforts across various channels including social media, content marketing (blog, e-zine, etc.), website, thought leadership, etc.
- Assist with the creation and distribution of internal weekly e-newsletter
- Creation of social media content for the President & CEO. The goal is to position the senior leaders of the company as industry experts to drive traffic to Redstone and ultimately result in lead generation
- Support in-house Redstone content development / production – video, podcast and webinar support including research and script prep, rehearsals, and editing/production support
- Draft press release announcements and create both printed and electronic communications
- Coordinate development and design of printed materials as required

Application Instructions:

Please email your resume and cover letter to Ryenn Cadesky at hr@redstoneagency.ca with the title of this role in the subject line.

Due to the volume of applications, only successful applicants will be contacted with next steps.

Please note this position is unpaid.