



Marketing Internship

www.redstoneagency.ca | www.redstoneevents.com

Who we are:

Redstone is made up of dedicated, intelligent, and hard-working individuals. We are a tech-savvy, digital-obsessed, and a Millennial-run agency striving to make a positive IMPACT on the event and association industry. We believe in establishing and maintaining TRUST with our team members and our 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. As a team, we work hard, are client-focused, and like to have fun. Enhancing our culture and the employee experience is a top priority at Redstone, so we value career growth and development by investing in you.

What we do:

We are an agency focused on delivering outsourced professional services to professional and trade associations. These services include membership management (retention and acquisition), board of director support, committee administration, sponsorship management, financial management, marketing, social and communications services, digital and hybrid event management, in-person event management, and so much more!

Our mission is to drive growth in our clients' organizations, make a positive impact in their communities, and make the volunteer experience enjoyable for everyone we work with. Customer service is our passion.

Redstone Life:

Our office is located in midtown Toronto, with a flexible approach to hybrid and remote work, depending on the requirements of your role. We're a full-service boutique agency with a growing team, which means you will work hard, 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 have a flexible 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.

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. In your email, please include the duration (months) of your internship requirements and your availability (days of week, full days or hours available).

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

Please note this position is unpaid.