

STUDENT INTERNSHIP

Internship:	Marketing & Digital Media
Company:	RBC GranFondo
Location:	Vancouver, British Columbia, Canada
Job Title:	Intern, Marketing & Digital Media
Term:	Commencing Monday Jan 15, 2018 to Friday April 6, 2018 – Full or Part Time
Application deadline:	Dec 18, 2017

THE OPPORTUNITY:

This is the chance to live in a world-class Olympic city and work with an established, dynamic, and growing entrepreneurial company that is not only planning events, but creating unique opportunities for people to participate in premium destination tourism experiences. Our offices are located near the heart of the city and well served by public transit (both commuter train and bus service).

JOB SUMMARY:

The intern will work with the Marketing and Business Development staff to assist with the detailed planning and delivery of marketing objectives for the events. This position will be within the Marketing and Digital Media team at RBC GranFondo; however, the intern can look forward to the opportunity of being exposed to all aspects of the business.

RESPONSIBILITIES:

The Marketing Intern can expect to be tackling any number of the projects outlined below:

- Management of marketing collateral pieces (i.e. filing and tracking event photos, sponsor logos, and event materials)
- Generation of digital branded content
- Managing social media posts including making posts and scheduling announcements
- New event launch strategy and execution
- Assist with strategy meetings, content generation, and brainstorming of creative new ideas
- Coordination of the print and production schedule
- Assist with sponsorship management - implementation and tracking of contract deliverables for key partners (i.e. Permits and working with logistics team to coordinate needs such as tables, chairs, tents, electricity, etc.)
- Track outcomes to assist in post-event reporting
- Other opportunities as assigned

MINIMUM EXPERIENCE REQUIREMENTS:

Experience Level:

- Previous experience working/participating in athletic events is helpful
- Previous experience in an office setting is an asset

Education:

- Completion of two years towards a college/university degree
- Demonstrated interest / commitment to marketing and event production preferred

Technical Skills:

- Proficiency with basic PC software - Microsoft Office suite products
- Previous experience with graphic design or Adobe Suite is a strong asset

General Skills:

- Speaking, reading, and writing fluency in English
- Excellent interpersonal & communication skills (written and verbal)
- Creative problem-solving ability
- Strong leadership skills
- Ability to liaise with members of the public in a professional and courteous manner
- Work well in a team environment
- Knowledge of competitive cycling and running will be considered as assets

SALARY:

Unpaid internship (weekly honorarium of \$150 provided). Standard office hours are 35 hours/week, however this can be adapted to the schedule of the applicant. The nature of the event industry will require some evenings and weekend hours. Please note, this internship must be part of an educational requirement for an educational program.

HOW TO APPLY:

If you are interested in applying for this position, please send your resume and cover letter to: william@rbcgranfondo.com and include the following in the subject line: name (last, first), job title. We will keep applications on file for other roles that may arise and while we thank all applicants for their interest, only those selected for interviews will be contacted.



RBC GranFondo
4111 Fraser St.
Vancouver, BC
V5V 4E9

COMPANY PROFILE

Founded in 2007, RBC GranFondo is an event management company committed to the development, planning and execution of world-class sport events.

Portfolio of Events:

Bici Gusti Gourmet Ride, Italy - April 7-14, 2018

Bici Gusti Gourmet Ride, Whistler - May 18-20, 2018

RBC GranFondo Silicon Valley - June 23, 2018

RBC GranFondo Whistler - Sept 8, 2018

The Intrepid Stage Ride, Okanagan - Sept. 28-30, 2018

RBC GranFondo - Human Resources Approach

RBC GranFondo is a private Canadian event management company that creates unique experiences for the sport and active living community. RBC GranFondo's culture is entrepreneurial, where employees are encouraged and empowered to perform yet at the same time all team members are asked and expected to roll-up their shirtsleeves and get their hands dirty when it comes preparing for and delivering at event time. Our aim is premium destination tourism events that provide participants with a quality experience delivered using established best practices.