

Located an hour east of Toronto, the thriving Southeastern Ontario community of Northumberland County has a rich history of agricultural production, world-class manufacturing, and economic viability. As the upper tier of municipal government, we weave together seven diverse yet complementary municipalities.

Currently, we are looking to fill the following student vacancy:

### **Communications & Digital Media Intern**

4-12 month contract, full-time availability preferred

Start date: September 9, 2024

Hourly rate: \$17.77 - \$19.23 – 14-35 hours per week

Reporting to the Marketing and Creative Services Supervisor, our Communications & Digital Media Intern will assist the Communications department with written and visual communications for internal and external audiences. This position will offer hands-on experience drafting and developing written content and digital media to support the delivery of County services throughout Northumberland County, with the opportunity to draft media releases, advisories, proclamations and newsletter content, and/or design print and digital marketing collateral, such as posters, brochures, advertisements, graphics, photos and videos.

This position is for post-secondary students completing a co-op or internship program, or seeking work experience in their field of study. Applicants must be available to work in Cobourg, Ontario during regular business hours (Monday to Friday from 8:30 a.m. to 4:30 p.m.). Full-time availability is preferred. Part-time availability may be considered.

#### **Duties & responsibilities:**

##### **Digital Media & Design:**

- Support development and updating of communications material, including collateral (brochures, e-newsletters, handouts), web content, and graphics;
- Enhance social media presence through content development;
- Update and categorize the department's image and digital asset library;
- Opportunity to assist with photography and videography projects to support the promotion of County news, events and services;
- Opportunity to assist with design of marketing materials, including posters, brochures, print ads, digital graphics and other design materials.

##### **Public, Media and Stakeholder Relations:**

- Support organization of media events – announcements and photo opportunities;
- Create new/modify existing web content regarding County services and initiatives to ensure consistency, readability and accessibility;
- Draft content for bi-weekly e-mail updates regarding County news, updates, initiatives and messages;
- Opportunity to draft media releases and advisories, increasing the quantity of 'County stories' shared with the public.

##### **Staff Relations:**

- Develop and curate content for the County's intranet and internal digital signage;

- Support the coordination and execution of any staff events, including assisting in logistics, invitation creation/distribution, and all other related duties in ensuring successful event planning and delivery.

### **General Communications Responsibilities**

- Undertake research to support various projects;
- Ensure documentation prepared by the Department of Communications meets accessibility criteria, including font, size, contrast, use of appropriate 'styles' functions, and 'Alt Tags' for graphics and other visuals.

### **Qualifications & skills:**

- Enrolled in a Communications, Marketing, Graphic Design, Digital Media or Public Relations program at a recognized post-secondary institution.
- Proficiency in writing clear and concise content for various mediums, using different styles of writing voices (corporate, social media, web, etc.).
- Excellent time management, prioritization skills and ability to meet deadlines.
- Great attention to detail and accuracy.
- Ability to work independently and as a team.
- Proficient in Microsoft Office Suite (Word, Outlook, Excel, PowerPoint, etc.).
- Proficiency in Adobe Creative Cloud considered an asset (InDesign, Illustrator, Acrobat Pro, Photoshop, etc.).
- Comfort and confidence navigating and managing various social media platforms (e.g. Facebook, X, LinkedIn); experience with a social media content management platform (e.g. Hootsuite) considered an asset.

### **Eligibility requirements:**

- A student is defined as a person between the ages of 15-30 at the start of the employment; registered as a full-time student in the current academic year.
- As a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment, you are legally entitled to work in Canada.
- Full-time availability during regular business hours (35 hours per week from Monday to Friday, 8:30 a.m. to 4:30 p.m.) is preferred; however part-time availability (a minimum of 14 hours per week, during regular business hours) may be considered.
- Candidates must be available to work on-site at our Communications office, located at 600 William Street in Cobourg, Ontario.

The successful candidate will be required to submit a satisfactory Police Record Check prior to the commencement of employment.

We thank all applicants for their interest, however, only those selected for an interview will be notified. If you wish to apply for more than one job, please apply to each position individually.

### **How to Apply:**

When emailing your application, please ensure your up-to-date cover letter, résumé, driver's abstract, and any relevant portfolios/work samples are submitted as a single document in Microsoft Word (.docx) or Adobe PDF (.pdf) format. Portfolios/work samples are encouraged but not required. Please indicate in your cover letter your preferred method of contact: text, email, or phone call.

We invite you to submit your application to:

Human Resources

County of Northumberland  
555 Courthouse Road  
Cobourg, ON K9A 5J6

Email: [hr@northumberland.ca](mailto:hr@northumberland.ca)

**Subject line: Communications & Digital Media Intern**

Please note that accommodations are available, upon request, to support applicants with disabilities throughout the recruitment process. Please e-mail your request to [accessibility@northumberland.ca](mailto:accessibility@northumberland.ca) or call 905-372-3329 ext. 2327. Alternative formats of this job posting are available upon request.

Personal information collected through the recruitment process will be used solely for the purpose of candidate selection, in accordance with the Municipal Freedom of Information and Protection of Privacy Act.