



**Job Posting:** Marketing Intern (Part-Time 16 hrs/week, August 23, 2010 – November 26, 2010)

**Location:** Calgary, AB

**Posting Date:** July 26, 2010

**Application Deadline:** Friday, August 6, 2010

**Salary:** A monthly \$563 stipend, paid bi-weekly

**POSITION SUMMARY:**

RedPoint Media Group seeks a part-time Marketing Intern to work with our Marketing, Communications and Events department from August 23, 2010 – November 26, 2010. Days and hours for this role will be discussed and determined in an interview; either 4 hrs/day x 4 days/week or 8 hrs/day x 2 days/week.

The successful candidate will either be enrolled in, or a recent graduate from a marketing, communications, journalism or business program. Required skills and competencies include Strong oral and written communication skills, attention to detail, being skilled at time management, and proficiency in Microsoft Office. Knowledge in web editing software (CMS) is a bonus.

Responsibilities will include the following:

**1. Inner Circle Program – Development.** The Inner Circle Program is new to RedPoint and its goals are the following:

- Create a reverse subscription strategy and sign up 500 members/subscribers by December.
- Utilize Avenue Inner Circle as a new advertising medium for potential sponsors.
- Drive members to our advertisers locales
- Increase our database of emails, for future affinity marketing.

Tasks associated with this would include:

- Develop format for an email newsletter to program members
- Research membership programs to best develop our program
- Create copy for email newsletter and develop 6 month plan for subscriber newsletters
- Populate and maintain current Inner Circle web page copy
- Work with Director of Marketing on obtaining prize sponsors
- Creating a prize tracking system for Inner Circle
- Work with Director of Marketing / Circulation on developing a promotional strategy to further market the club.

**2. Sales Tools**

- Assist Marketing department with creating, modifying and updating sales tools and rate cards
- Assist Marketing department with packaging rate cards for sales representatives

**3. Events**

- \*Assist with details for upcoming events and creation of promotional items concerning each event. ie) Speed Design
- \*Assist with Speed Design event communication (confirmation package and thank-you packages to designers, sponsors etc)

RedPoint Media is one of the largest independent magazine publishers in Western Canada. A leader in our industry, we publish award-winning magazines such as *Avenue*, *up!*, *Wine Access* and *West*, as well as publications for businesses, arts organizations and other clients. Please visit [www.redpointmedia.ca](http://www.redpointmedia.ca) for more details about our exciting company. We provide a busy, dynamic work environment and the opportunity to work with a diverse, creative group of co-workers and managers.

To apply, please send your resume to Jackie Bernard, Human Resources Manager, at [jbernard@redpointmedia.ca](mailto:jbernard@redpointmedia.ca) by Friday August 6, 2010. Qualified applicants fitting the above criteria will be contacted and invited to our office for an interview.