

# STUDENT OPPORTUNITY

## Communications Student

Efficiency Manitoba is Manitoba's newest Crown corporation focused on reducing electricity and natural gas consumption – helping customers save energy, money, and the environment.

We are providing opportunities to students to learn, grow and develop professionally, while contributing Efficiency Manitoba's important work for Manitobans. We are currently recruiting for the position of **Communications Student**.

## RESPONSIBILITIES

Under the direction of the Brand Specialist, the student will provide communications and analytical support for a variety of marketing initiatives at Efficiency Manitoba:

- Develop and implement social media strategies and campaigns; assist in the ongoing development of Efficiency Manitoba's overall social media strategy
- Create content (writing and editing) for a variety of communications including newsletters, articles, social media, brochures, etc.
- Track and analyze social media, website engagement and digital communications
- Provide summary reports and recommendations on digital analytics
- Manage engagement on social media accounts (includes replying to comments and direct messages)
- Assist in the development of Efficiency Manitoba's stakeholder engagement survey; analyze and report customer satisfaction survey results.

## REQUIREMENTS

- Enrolment in a related business degree or diploma program from an institute of recognized standing (Marketing or Communications major preferred), plus work experience related to the assigned responsibilities.
- Ability to learn and understand basic technical terms common to the residential, commercial and industrial renovation and construction markets.
- A high degree of initiative with the demonstrated ability to work effectively both independently and in a team environment.
- Strong analytical and problem-solving skills, with the ability to recognize, investigate, and analyze information.
- Strong communication and customer service skills, with the ability to establish and maintain effective working relationships, internal and external to the organization.
- Must receive a clear rating on a Personnel Risk Assessment (background check).

Interested & eligible students (those eligible to work in Canada, currently enrolled enrolled full-time studies and returning to full-time studies of the Fall, 2021) are encouraged to submit their resume and cover letter detailing their qualifications and suitability to fill this exciting opportunity to [careers@efficiencyMB.ca](mailto:careers@efficiencyMB.ca) by 4:30 p.m. on Friday March 26<sup>th</sup>. Applicants are asked to reference the student position title in the subject line of their application email.

Students must also be registered with the Province of Manitoba [Student Temporary Employment Program \(STEP\) services](#) to be considered eligible.

We are committed to hiring students from designated diversity groups. Women, Indigenous peoples, visible minorities and persons with a disability are encouraged to self-declare in their application.

We thank all candidates who apply, however, only those selected for an interview will be contacted.

For more information on Efficiency Manitoba including our vision, mission, strategic goals and guiding principles, candidates are encouraged to visit our website at [efficiencyMB.ca](http://efficiencyMB.ca).