



IDENTIFICATION

Department	Position Title	
Business Development and Investment Corporation	Intern, Digital Communications Coordinator	
Position Number(s)	Community	Division/Region
89- 16259	Yellowknife	Business Services and Communications

PURPOSE OF THE POSITION

The Intern, Digital Communications Coordinator is responsible for assisting in the development and implementation of digital communications, strategies, and activities in order to promote and enhance the public image and identity of the Business Development and Investment Corporation (BDIC) and improve organizational effectiveness.

With the increasing use of digital and social media platforms, the BDIC aims to raise awareness of its programs and services across the territory leveraging various digital platforms. In addition, the BDIC supports entrepreneurs and businesses with their digital transformation and their adoption of digital technologies. As the BDIC looks to enhance its online presence, the organization has a need to generate timely and engaging digital content to reach and support clients in every NWT community.

At the end of this internship, the candidate should have an enhanced ability to plan and execute social media communications, update website content, execute digital advertising, conduct secondary research on digital practices and data reporting, and provide digital guidance and support to the BDIC team and its business clients. The intern should also have gained an ability to explore and test advanced client contact and reporting tools and applications to better monitor, report, and manage social media communications, website updates including public facing interactive/automated client application forms, and digital advertising strategies and implementation.

SCOPE

The BDIC is a public agency of the Government of the NWT (GNWT) and provides a range of programs and services to help northern businesses succeed. The BDIC’s mandate is to support the economic objectives of the Government of the Northwest Territories (GNWT) in a manner that benefits the people and the economy of the Northwest Territories, by:

- Encouraging the creation and development of business enterprises

- Providing financial assistance to business enterprises, either on its own or as a complement to private sector or other financing
- Directly investing in business enterprises
- Providing information to business enterprises and members of the public respecting the establishment and operation of businesses, and other business matters

The vision of the organization is to build a stronger, more resilient business sector in the Northwest Territories. Its mission is to promote business growth and diversification by providing flexible financing options and targeted financial programs and services that support businesses throughout their lifecycles.

Located in Yellowknife and reporting to the Manager, Public Affairs, Marketing and Business Services, this position will help support the BDIC's corporate objective to increase awareness and engagement with the BDIC and its programs and services. The incumbent will also help support the BDIC's objective to support NWT businesses as they advance their own digitalization.

The BDIC is partnering with Innovation, Science and Economic Development Canada (ISED) to deliver the Canada Digital Adoption Program (CDAP) in the territory over the next two-years (until March 31, 2025) which helps NWT businesses grow their businesses online and adopt digital technologies to become more competitive.

RESPONSIBILITIES

1. Supports the Canada Digital Adoption Program (CDAP)

- Attends training on digital technologies and tools including e-commerce solutions
- Supports the project lead on CDAP with communicating information on the program
- Assists clients with navigating and understanding current trends in business digital transformation and artificial intelligence applications
- Assists clients with navigating the program and selecting appropriate digital technologies eligible for government funding
- Helps businesses access CDAP funding

2. Supports the BDIC's website and subsidiary websites

- Develops and posts web content to provide users with the most up-to-date information
- Provides critical support to improve visitor experience on the BDIC's website and assists clients with navigating the BDIC's publicly available client-friendly information on its programs, application processes, and requirements
- Conducts regular checks on the website to ensure that the web pages are up to date, accessible, relevant and well-presented with new and updated material linked appropriately, and any required updates are made
- Explores and tests advanced client contact and reporting tools and applications to support the management of the organization's websites

3. Manages social media for the organization

- Supports the execution of the BDIC's social media strategy to advance the organization's progress on key priorities using social media channels
- Develops effective social media campaigns
- Develops and posts content on the BDIC's social media platforms and maintains the content calendar
- Encourages and supports stakeholder engagement on the BDIC's social media pages
- Updates the organization's information and profile photos on its social media pages
- Increases engagement and attracts new social media followers
- Sources content to share on social media and generates ideas for content development
- Tracks performance on social media content and optimizes activities based on learning
- Explores and tests advanced client contact and reporting tools and applications to support the management of the organization's social media

4. Executes digital advertising

- Executes advertising on social media channels
- Develops and executes Google Ads campaigns
- Supports the team with other digital advertising campaigns (e.g. banner)
- Explores and tests advanced client contact and reporting tools and applications to support the management of the organization's digital advertising.

5. Conducts secondary research on digital trends/best practices and supports data collection/reporting on marketing and communications activities

- Updates the monthly dashboard for marketing and communications
- Monitors and analyzes Google Analytics and reports on the effectiveness of web layout, recommending alternatives and revisions, as required
- Monitors and analyzes social media analytics through the social media management platform and optimizes social media content and timing based on learning
- Gathers other data on marketing and communication activities and assists with reporting and evaluation

6. Provides other communications support to the BDIC's Public Affairs, Marketing and Business Services team

- Provides support with BDIC's marketing and communications activities as needed
- Assists with communications activities and items tracking – printing and production of marketing and communications materials, photos, photo releases/consent forms, promotional items, shipping, etc.
- Provides photography services for various communications activities and events (if skills are available)
- Plans and creates videos to promote the BDIC's programs, services, and funding recipients (if skills are available)
- Provides support on event and trade shows
- Provides support on digitalizing content and forms to improve client experience and/or organizational efficiencies

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

This position does not require travel.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of digital communications and social media
- Knowledge of communications planning, content development, and implementation activities
- Knowledge of digital technologies, web development programs, desktop publishing (including graphics), and communications programs
- Strong oral and written communications skills
- Strength in design needs for digital content
- Creative thinking and the ability to produce media for multiple mediums (social media, web, photo, video)
- Strong time and project management skills
- Ability to work independently on complex matters and to work effectively in teams
- Ability to manage multiple projects and deal effectively with deadlines
- Ability to build and sustain effective working relationships and work collaboratively with clients and departmental staff by demonstrating ethic of support, teamwork and service
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion, and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

The completion of an undergraduate degree in communications, public relations, journalism, or a degree in a field related to communications and digital technology.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- No criminal records check required
- Position of Trust – criminal records check required
- Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B) Intermediate (I) Advanced (A)

READING COMPREHENSION:

Basic (B) Intermediate (I) Advanced (A)

WRITING SKILLS:

Basic (B) Intermediate (I) Advanced (A)

- French preferred

Indigenous language: To choose a language, click here.

- Required
- Preferred