

Marketing and Events Planner (Intern job position)

The Opportunity

LatAm Startups is a not-for-profit technology accelerator located in downtown Toronto, working with international Startups to expand into the Canadian market.

We are looking for a Marketing & Events Planner Intern to join our team to help planning and deliver top-notch events, such as trade shows, conferences, webinars, and other networking and customer-focused events. This role will work collaboratively with our start-up partners on everything from idea generation to event planning and execution.

This is a part-time position of approx. 10 hours per week and ideally suited to individuals looking to add to their experience and income.

What you'll do

- Plan and execute events using various mediums including in-person, virtual and hybrid events,
- Coordinate all aspects of event execution, including registration, communications, and presentations,
- Coordinate with suppliers to deliver on event needs pertaining to venues, audio-visual, rentals, catering, room set-up and more as needed
- Identify and report on the event budget and costs, and ensure all documentation is complete and accurate
- Work collaboratively with other team members to support the execution and promotion events across a variety of media including web, social, digital, signage and merchandise
- Process event purchase orders and maintain vendor management tracking system and ensure all contracts and payments are handled accordingly
- Support the team with planning, implementing and monitoring marketing campaigns
- Produce marketing materials, this may include visuals and videos to share in the social media channels

- Write and edit content for different platforms including social media channels, website and press releases
- Assist with the preparation and delivery of promotional presentations
- Compose and post online content on the company's website and social media accounts
- Perform other duties as required or assigned to contribute to the objectives of the department
- Ensure project tasks are met within provided time frame
- Communicate initiatives to internal teams

Your background includes

- 1-2 years of experience working in events is an asset
- College/University Diploma in Business, Marketing, Communications, and/or a Diploma in Event Planning is preferred
- Detail oriented and extremely organized, with an entrepreneurial mentality and a strong ability to think strategically, identify gaps, propose recommendations, and execute seamlessly
- An effective multi-tasker who successfully navigates a fast-paced environment, multiple priorities, and a robust events calendar
- Team player with strong project management skills
- Ability to work independently and at a fast pace to successfully meet tight deadlines
- Strong ability to work and partner cross-functionally to incorporate and act on feedback from stakeholders and senior leaders
- Ability to learn new tools quickly as needed
- Proficient written and verbal communication skills, with experience using Microsoft Office Suite with a focus on Word, Excel and PowerPoint and G-Suite programs (Docs, Sheets, and Gmail)
- Excellent interpersonal communication skills with a customer service focus, bilingualism (English/Spanish) is an asset

Working Conditions

- Due to the nature of this role, you should be willing and able to be on-site at our location, or any other facilitated by the Startup, to assist with hybrid and/or in person events and ensure a positive client experience
- Successful candidates will be required to provide proof of being fully vaccinated (in line with the current provincial definition of “fully vaccinated”)

Compensation

- \$20/hour | 6-month contract

Location: GTA

LatAm Startups welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.