



## Communications & Digital Media Intern

CLOSING DATE: Friday March 6<sup>th</sup>, 2020 at 5:00pm  
Organization: Right To Play  
Department/Division: Canadian National Office  
Work Location: Toronto, Canada  
Authorized to Work in: Canada (i.e., Canadian citizen or permanent resident)

### BACKGROUND

Right To Play protects, educates and empowers children through the power of play.

Headquartered in Canada, we are a global organization committed to improving the lives of children and youth affected by conflict, disease and poverty. Our unique play-based approach to learning and development uses play in all of its forms – games, creative play, sport, free play – to engage children in programs that focus on making a positive impact in quality education, health and well-being, gender equality, child protection and building peaceful communities. Led by 70,000 local teachers and volunteer coaches, Right To Play's cost-effective, sustainable, and life-changing programs reach 2.3 million children worldwide each year.

In Canada, programming includes the Promoting Life-skills in Aboriginal Youth (PLAY) program, which partners with more than 85 Indigenous communities and urban organizations across the country to run weekly play-based programs that build self-confidence while providing access to physical activity, healthy food, homework support, mentorship and skills training. Canadian programming also includes Youth To Youth (Y2Y), a Toronto based program that trains and empowers older students to lead games and activities for younger children.

To learn more visit [www.righttoplay.ca](http://www.righttoplay.ca) and follow @RightToPlayCAN on Twitter, Facebook and Instagram.

### INTERNSHIP SUMMARY

Reporting to the Marketing and Communications Officer, the Communications & Digital Media Co-op will support the communications initiatives of the Canadian National Office (CNO).

This key support role focus on assisting the CNO with the content production and technical management of digital assets, including its websites, social media accounts, online fundraising platform and other digital communications tools. This role will support the communications team in creating



compelling content for Right To Play’s digital properties, and will have strong writing skills to support the CNO team in producing graphically compelling products to support fundraising efforts. The ideal candidate will be a self-motivated member of the communications team, ready to present new marketing ideas and support ongoing initiatives. Ideally, this individual will be an exceptional writer with a positive attitude.

### **Internship Responsibility #1: Digital Content Development**

- Coordination of monthly social media content calendar, including drafting and publishing content with the support of the Marketing and Communications Officer
- Assists with developing content for website, e-newsletter and other digital platforms
- Assists with development of mass market fundraising campaign and stewardship materials
- Prepares content for internal digital newsletter

### **Internship Responsibility #2: Digital Platform Support**

- Preparation of analytics, metrics and reports on digital campaigns using Google analytics
- Assists with monitoring and updates of website, including SEO keyword maintenance
- Monitors and tracks social media profiles for key relationships
- Conducts research on digital best practices, new platforms, etc. and shares their insights with the Marketing and Communications team
- Provides some graphic design and digital support to Development teams (corporate, individual giving, mass market and events)

### **Internship Responsibility #3: Heroes Gala Support**

- Supports in the design and execution of new materials for the event through to fulfillment
- Work with the events team in communications-related duties
- Develop media plans and advisories, as well as pitch select media under the supervision of the Director, Marketing and Communications

### **Internship Responsibility #4: Other Duties as Assigned**



# RIGHT TO PLAY

PROTECT. EDUCATE. EMPOWER.

- Supports agency relationships (i.e. meeting notes, design input. Execution and measurement)
- Supports merchandise needs, including tracking and ordering

## **EDUCATION/TRAINING/CERTIFICATION:**

Required: currently completing undergraduate degree/diploma/postgraduate certificate (or similar) in Marketing, Events, Fundraising, Journalism, Communications, Sport Management, or related field.

## **EXPERIENCE:**

Required assets:

- Entry level – those currently enrolled in school with a co-op/internship placement

Desired assets:

- Experience in an office setting
- Experience in planning and creating fundraising collateral
- Experience in an international development context

## **COMPETENCIES/PERSONAL ATTRIBUTES:**

- Excellent copywriting ability with exceptional attention to detail
- Ability to work well under pressure
- Project management and prioritizing skills; ability to work on several projects concurrently
- Possess excellent organizational and creative thinking skills; attention to detail is imperative
- Demonstrated high energy level and flexibility
- Pleasant persona; ability to liaise with donors, sponsors and the general public in a professional and courteous manner



- Exceptional interpersonal and relationship building skills: customer service oriented
- Ability to work in teams or independently
- Speaking, reading and writing fluency in English (French is an asset)
- Willingness to travel as required

#### **IT KNOWLEDGE/SKILLS REQUIRED:**

- Proficiency in Microsoft Office including Outlook, Word, Excel and PowerPoint
- Knowledge and experience with CRM database an asset
- Knowledge and experience with CMS platforms such as Wagtail, Wix or Wordpress an asset
- Previous experience with Photoshop, InDesign or similar programs an asset

Compensation: Unpaid Internship position – travel stipend included  
Employment Start Date: May 4, 2020  
Contract Duration: Flexible based on program requirements

#### **HOW TO APPLY:**

If you are interested in applying for this position, please send your resume and cover letter to: [canada@righttoplay.com](mailto:canada@righttoplay.com) and kindly include “Communications & Digital Media Co-op” and your name in the subject line.

While we thank all applicants for their interest, only those selected for interviews will be contacted.

Right To Play is a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs.

To learn more about who we are and what we do, please visit our website at [www.righttoplay.com](http://www.righttoplay.com).

#### **Right To Play - Human Resources Philosophy**

If you are interested in applying for this internship, please send your resume and cover letter to: [canada@righttoplay.com](mailto:canada@righttoplay.com) and kindly include “Communications & Digital Media Co-op” and your name in the subject line.



While we thank all applicants for their interest, only those selected for interviews will be contacted.

Right To Play provides equal internship opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate may be required to provide a satisfactory police record check as a condition of the internship.**

Should you require any form of accommodation during the recruitment process, kindly contact the People & Culture team by email at [careers@righttoplay.com](mailto:careers@righttoplay.com).