

Social Media & Web Marketing Practicum Placement Opportunity

The Human IT Company has a current opportunity to host Social Media and Web Marketing Students seeking a practicum placement as part of their course. Practicum periods should be of 140 hours or more; sorry, practicums of less than 4 weeks will not be considered.

Are you passionate about marketing and eager to gain hands-on experience in the field? Look no further! At The Human IT Company, we're seeking enthusiastic practicum students to assist with our multi-faceted marketing efforts. You'll have the opportunity to apply your skills and creativity to real-world marketing initiatives, helping to drive engagement, increase brand awareness, and ultimately contribute to the success of our clients.

The successful applicant will be able to continue learning through our access to more advanced marketing related training material, containing literally thousand of hours of text and video tutorials. Work hours can be adjusted to accommodate schedules across school semesters, and flexibility to allow for exams or changing school priorities can be discussed. This is an in-person practicum, and you will be working from our offices. Hours are Monday-Friday during regular business hours.

Personal Qualifications

- Currently enrolled in a Social Media and Web Marketing program or equivalent
- Strong understanding of marketing principles, concepts, and techniques.
- Excellent written and verbal communication skills, with a keen eye for detail.
- Proficiency in using social media platforms (e.g., Facebook, Instagram, YouTube) for business purposes.
- Familiarity with digital marketing tools and analytics platforms (e.g., Google Analytics, Buffer, SEMrush).
- Ability to work independently and collaboratively in a fast-paced environment.
- Eagerness to learn and adapt to new technologies and industry trends.

This role would best suit a recent Social Media and Web Marketing student who is looking to get a start on their marketing career, gain some practical experience, and expand their skill set.

Responsibilities

- Assist in execution of marketing activities across various platforms, including social media, web, and digital marketing channels.
- Create, schedule and post content for social media channels.
- Assist with writing blog articles, newsletters, email campaigns, and other marketing collateral.
- Conduct SEO research and analysis to identify trends, insights, and opportunities for optimization.
- Collaborate with team members to brainstorm innovative marketing campaigns and initiatives.
- Support the implementation and management of organic SEO initiatives.

- Assist with managing SEM, and PPC campaigns to enhance online visibility and drive traffic.
- Monitor and track key performance indicators to measure the effectiveness of marketing efforts
- Assist with negative keyword management and provide actionable insights for continuous improvement.

Next Steps

Those interested should email their resumes or company profiles in MS Word or Adobe PDF format to jobs@HumanITCompany.ca, and we will schedule an interview with selected applicants. Those with demonstrated experience in a customer service role will be prioritized. Please put 'SMM Practicum' in the subject line. We thank all interested parties; however only selected applicants will be contacted. **No phone calls please.**

About The Human IT Company

The Human IT Company provides a supportive environment that promotes lifelong learning, professional development, and putting people first. We'll show you the things you did not learn in class, show you what the trenches look like, and help you hone your skills to become a better marketer.

Our culture, both internally and with our customers, is all about the person, the "human" at the core of everything. We believe in regular training and development, putting people first, and generally smiling more than frowning. In our world, you can be your true, authentic self and find acceptance, no matter what that looks like.

The Human IT Company is a full-service technical support firm serving the Metro Vancouver area since 2007. Committed to business, we enable our customers to make better business decisions for their IT needs. Dedicated to social awareness, we strive to make the world a better place through cooperation, understanding and personal responsibility. Come visit us at www.HumanITCompany.ca and find out why we say that This Is The Way IT Should Be Done.