



Marketing Coordinator (Summer Student – Canada Summer Jobs 2026)

MediaSmarts is Canada’s centre for digital media literacy. We work to ensure people in Canada have the critical thinking skills to engage with media as active and informed digital citizens. Learn more at www.mediasmarts.ca.

Position Overview

MediaSmarts is seeking a summer student (age 18–30) to support our Communications team in planning and promoting our national Media Literacy Week campaign.

This role offers hands-on experience in digital marketing, community outreach and content creation. The successful candidate will work closely with the Director of Marketing and Communications and the Social Media and Communications Specialist in a collaborative, supportive environment.

Dates

Start date: June 8, 2026

End date: August 3, 2026

Application Deadline

May 15

Responsibilities

- Support the planning and promotion of Media Literacy Week activities
- Write and edit promotional copy for web, email and social media
- Assist in creating digital content (graphics, short-form video, social posts)
- Research and identify new organizations and partners to engage in Media Literacy Week
- Coordinate outreach efforts, including drafting and sending emails, managing contact lists and tracking engagement through our CRM (Content Management System)
- Assist in developing and maintaining systems, processes and documentation related to CRM and data management; maintain and update CRM contact database
- Collect and organize promotional materials from partner organizations
- Use AI tools to support content drafting, research and workflow efficiency
- Assist with email marketing using Mailchimp (training provided)
- Maintain ongoing communication with collaborators and partners
- Support the Communications team with additional administrative, campaign and outreach tasks as needed

Skills & Strengths

- Very strong written and verbal communication skills (English required; French highly desired)
- Interest in communications, marketing or digital media literacy
- Comfortable using Microsoft Office (Word, Outlook, Excel)
- Familiarity with Canva, Adobe Creative Suite or video editing tools is an asset
- Interest in social media and digital content creation
- Exceptional organizational skills, with the ability to manage multiple priorities, deadlines and moving pieces simultaneously
- Highly detail-oriented, with a track record of maintaining accurate records, documents, and systems; comfortable with data entry, tracking information and maintaining organized records
- Proactive and solutions-oriented, with the ability to anticipate needs and take initiative
- Professional and friendly communication style (email and phone/video calls)
- Comfortable balancing creative and administrative tasks

What You'll Gain

- Hands-on experience supporting a national public awareness campaign
- Training in digital marketing tools (Mailchimp, CRM systems)
- Experience creating content for real-world campaigns
- Exposure to partnership outreach and stakeholder engagement
- Mentorship from experienced communications professionals

Position Details

- Full-time (35 hours/week)
- Compensation: \$20/hour
- Remote, with flexible work hours
- Access to a personal computer and stable internet connection required for this role.

Eligibility

This position is funded through the Canada Summer Jobs program. Applicants must:

- Be between 18 and 30 years old
- Be eligible to work in Canada
- Be returning to school full-time in the fall

Diversity, Equity and Inclusion

We strive to be an equitable and inclusive employer so that our workforce represents the diversity of backgrounds and identities across Canada. We welcome applications from candidates who identify as

Black, Indigenous, People of Colour, 2SLGBTQ+, people with disabilities, and those with varied areas of expertise and lived experience.

Accommodations are available on request for candidates taking part in all aspects of the selection process - please let us know how we can support your application.

To Apply

Please send your resume and cover letter via e-mail to info@mediasmarts.ca.