



Role: Digital Media & Events Intern

Term: 1-year contract paid internship, full-time (40hrs/week) (hybrid)

Start date: TBD

Compensation: \$20/hour

About Indigenous Tourism Ontario (ITO)

We are the province's first and only dedicated Indigenous tourism organization that focuses on uniting communities, Indigenous organizations, and industry leaders to support the growth of Indigenous tourism in Ontario.

Through product development and marketing of authentic Indigenous experiences, ITO establishes a platform for Indigenous cultural expression and preservation through tourism.

Job Summary

Reporting to the Vice President of Operations and working closely with the Operations Lead, the Digital Media & Events Intern will be a vital asset in planning and promoting Indigenous tourism activities across Ontario. Through your involvement in social media campaigns, marketing plan development, asset collection, partnership collaboration, and building a marketing tool kit you will contribute to the growth and sustainability of Indigenous tourism in the region.

This internship provides an opportunity to gain valuable experience in marketing, media, and events while creating a meaningful impact in promoting Indigenous culture and heritage.

Please note this position is only available to candidates who reside in either the Sudbury area or Manitoulin Island and must be able to travel to work in the office as needed.

Duties and Responsibilities

- **Event Planning:** Assist with marketing and media relations on ITO Events.
- **Social Media Campaigns:** Assist with ITO's social media campaigns, to help further promote Indigenous tourism activities across Northern Ontario. Create graphics for social media, website, and newsletter. Maintain a social media presence. Design print and digital ads.
- **Marketing Plan Development:** Assist with campaign planning that will include radio, print, social media, website work and partnership development and sustainability. This work will include market research activities, data analysis, and targeted approaches to building an effective plan to reach Indigenous and non-Indigenous communities.

NORTH: 1300 Hwy 540, 4 Directions Complex, Unit 4, Aundeck Omni Kaning ON P0P 1K0

SOUTH: 207 Queens Quay West, Suite 405, Toronto ON M5J 1A7



- **Asset Collection:** Assist with collecting media assets captured at our various tourism events and activities throughout the fiscal year. Coordinate photo and video campaigns.
- **Partnership Collaboration:** Assist in the development of media partnerships which support Indigenous Tourism in Ontario and keep a running list of current work in this area. Assist with content creation for ITO's weekly newsletter.
- **Marketing Toolkit:** Support the development of a marketing toolkit for Indigenous Tourism Operators that will provide our members/operators with marketing and social media best practices for the long term.

Requirements and Qualifications

- You must identify as an Indigenous person (First Nation, Metis, or Inuit).
- Must be located in Sudbury or on Manitoulin Island and have your own means of transportation.
- Must be 18 years of age or older.
- Experience with Microsoft Office Suite (Word, Excel, and Powerpoint), and Google Workplace (Gmail, Google Sheets, Google Docs, Google Calendar) will be helpful; our team uses these programs daily.
- Comfort and ease navigating standard social media channels (primarily Instagram and Facebook).
- Strong written and verbal skills.
- Previous experience working in Marketing, Media, or Events is preferred.
- Creative, with some design experience. Canva or Adobe Suite experience is a plus.
- Able to learn new skills, and tackle new projects and ideas.
- Adaptable, dependable, and able to follow instructions.
- Have your own laptop and cell phone.

We are accepting applications until the role has been filled.

Please send your cover letter and resume to info@indigenoustourismontario.ca.

This position is made possible through the generous support of the Northern Ontario Heritage Fund Corporation.

