

Student Placement Opportunity: Marketing and Communications Student

Description	Requirements
<p>Name of Program or Service: Marketing and Communications</p>	<p>Skills that student <u>must</u> possess:</p> <ul style="list-style-type: none"> • Strong research and writing skills • A good story-teller • Experience with social media (e.g., Facebook, Twitter) • Comfortable with web-based tools • Knowledge of graphic software (e.g., Adobe Creative Suite, Photoshop) • Knowledge of interviewing techniques
<p>Client Population: Family Service Toronto (FST), a non-profit organization, helps people face a wide variety of life challenges. For almost 100 years, we have been assisting families and individuals through counselling, community development, advocacy and public education programs. Our services are available to everyone who lives or works in Toronto. Family Service Toronto envisions a City of Toronto where:</p> <ul style="list-style-type: none"> • people live with dignity in thriving neighbourhoods and inclusive communities which are free of violence • public policy is grounded in social and economic justice • programs and services are accessible to all, especially to those who face barriers • individuals and families navigate life transitions successfully and enjoy effective personal relationships 	<p>Skills that would be an asset:</p> <ul style="list-style-type: none"> • Ability to work independently and as part of a team • Excellent communication skills • Detailed oriented and good organizational skills • Good time management skills and proven ability to meet deadlines
<p>Student Responsibilities: Media/Marketing/PR</p>	<p>Additional requirements: NONE</p>
<p>Location of Placement: 355 Church St.</p>	<p>Ideal start date, days and hours of placement: Fall 2013 and Winter 2014 flexible on days and hours</p>
<p>Field Instructor's Name: Brian Porter</p>	<p>Additional Comments: FST's Marketing and Communications department is preparing a Centennial project to celebrate our 100 years of milestones in 2014. We have an internship opportunity for a student who is currently enrolled in the Media Communications/PR/similar program to apply the skills s/he acquired from the program and work on this exciting project. Primary duties include:</p> <ul style="list-style-type: none"> • research FST's history through a combination of archival records and personal interviews. (e.g., review newspaper clippings through the decades) • create series of print, web-based or rich media stories that convey FST's 100 years of history • assist with other tasks as required
<p>Field Instructor's Academic and Experience Credentials: Carleton University Journalism degree with extensive newspaper and new media experience in arts and culture and the social services sector.</p>	
<p>Field Instructor's Supervisory Style and Areas of Expertise: Ongoing, informal supervision. Emphasis on technology and social media in marketing and communications.</p>	