

Gradworks Internship Number: 437

Company Name: SaskTel
Location: Yorkton
Number of openings: 1
Wage: \$3,224 (Monthly)
Resume Deadline: May 7, 2009 by 4:00 PM
Start Date: June 16, 2009
End Date: June 15, 2010

Gradworks Intern Development Program

The Gradworks Intern Development Program is designed to provide recent post-secondary graduates with challenging and career-focused positions within our network of Saskatchewan employers. These full-time internship positions of 12 months in length are intended to allow recent post-secondary graduates the opportunity to gain experience and to develop specific career-related skills.

Internship Information – Assistant Product Research Analyst

SecurTek in conjunction with our valued alliance partners, delivers monitoring and event related information services to businesses and consumers in select Canadian markets. Focused on Service Excellence, SecurTek utilizes the attributes of SaskTel - our parent company, our partners, employees and advanced technology to be the monitoring company of choice in the Canadian industry

Responsibilities:

- Assists with planning, development and implementation of assigned advertising and marketing communication activities, ensuring alignment with corporate business strategy
- Assists with developing, maintaining and assessing required market, business metrics and ongoing tracking
- Assists with the development and delivery of value added products and solutions through understanding of specific and broad market segment and industry needs
- Assists with the development and management of effective product plans through the following marketing activities: Product research and evaluation; Business case development; Product introductions and exits; Establishing product pricing and forecasting revenue; Sales Agent selection; Scheduling of product updates; and product results management.
- Assists with the development and implementation of advertising and marketing communications strategies in local, regional and national market place and ensuring advertising and marketing plan objectives are synergistic and complementary to other SecurTek activities
- Assists with guiding marketing communications, including advertising promotion in all media, direct marketing, collateral, sales support material and internal communications in both paper and electronic/online formats
- Assists with managing supplier relationships with external suppliers
- Assists with tracking, evaluating and reporting campaign results
- Assists with obtaining and assessing required market and technology intelligence to ensure effective strategy development to meet current and future customer needs

Qualifications:

Diploma or Degree in Administration/Commerce with Marketing major

- Willingness to apply marketing concepts and principles
- Knowledge of advertising/communications principles, methodologies and vehicles
- Willingness to work under pressure with flexibility to work in a continually changing environment
- Some knowledge of SecurTek and/or security industry is beneficial
- Competencies include: Customer Orientation, Interpersonal Communication, Initiative, Teamwork, Planning, Research, Creating and Delivering Presentations, Analytical thinking

Additional Information:

The Gradworks Program supports the values of workplace diversity and employment equity. Applications are encouraged from people of Aboriginal ancestry, persons with disabilities, members of a visible minority and women.

How To Apply:

Please apply through the Gradworks system using your online cover letter and resume including references. **Your application will not be considered unless you have submitted both a cover letter and resume. The completion date of your post secondary education must be stated in your resume in order to be considered for the position. Please include the month of completion if your education was completed in the current year.**

Contact Information:

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Website: www.gradworks.ca