

Gradworks Internship Number: 527

Company Name: SaskTel
Position: International Marketing Assistant
Location: Regina
Number of openings: 1
Wage: \$3,224 (Monthly)
Resume Deadline: May 6, 2010 by 4:00 PM
Start Date: June 16, 2010
End Date: June 15, 2011

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. To be eligible for a Gradworks internship you must be a recent college, technical institute or university graduate, have little or no relevant work experience in your field of study and be eligible to work in Canada.

Internship Information – International Marketing Assistant

- SaskTel International is seeking a candidate to actively participate in the strategic and tactical international Marketing and Sales activities of its Software division. This individual will gain experience in strategic marketing and sales research, planning and implementation.

Responsibilities:

1. Market Research - Conduct ongoing international OSS/BSS (Operations Support System and Business Support System) communications service provider, power, energy, service and related industry research and analytics. The candidate will gain significant related career development opportunities through providing detailed research analytics that will support the development and/or monitoring of key competitive marketing and sales strategies.
2. Marketing - Actively participate in the ongoing development, execution and monitoring of key marketing and sales strategies and plans. This will include active participation in:
 1. Press and analyst relations
 2. Partnership assessment and development
 3. Product research and development (new lines of business)
 4. Event selection and coordination
 5. Tradeshow participation
 6. Marketing collateral, whitepaper, etc., development
 7. Take to market strategy development
 8. Marketing mix strategy development
 - The candidate will gain a broad range of experiences in a hands-on approach to strategic marketing, not simply tactical marketing.
3. Sales Support - Support the direct and indirect sales channels through bid support activities including proposal development, campaign management, etc. This too would be a crucial ongoing activity to monitor the success of any given campaign. The candidate would gain critical sales and marketing campaign management experience including reporting, analysis and recommendation around the campaign lifecycle.

Qualifications:

Must possess a Business Administration/Commerce Degree with an emphasis on Marketing

1. Demonstrated thorough knowledge of marketing principles and the ability to practically apply theories
2. Working knowledge of personal computers and various software applications
3. Excellent written and verbal communications skills and the ability to deal effectively with others
4. Demonstrated research, analytics and problem solving abilities
5. Demonstrated thorough knowledge of strategic planning principles and the ability to practically apply principles

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 website at www.gradworks.ca 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:

Toll free (877) 789-4723



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