

Gradworks Internship Number: 529

Company Name: SaskTel
Position: Marketing Manager
Location: Regina
Number of openings: 2
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 – Marketing Manager

- The Marketing Strategy team is responsible for setting the direction for both new product and service development and the overall customer experience with SaskTel.

Responsibilities:

Over the course of the one year internship, the Gradworks intern will work on 3-4 distinct projects within the Strategy team, in one or more of the following areas:

1. New Service Development - the intern will conduct industry and customer research to develop a service description and business case for a new SaskTel service or family of services, as identified in SaskTel's Service Development Roadmap. The intern is responsible for leading the project and developing the service description and business case. The intern will collaborate with Marketing staff and SaskTel 'scoping' resources to complete the project.
2. Customer Experience - The intern will work with Customer Service and Operations planners to design and implement new customer interaction trials, such as conducting customer support via email or creating an online product support community forum. The intern will work with Marketing staff to develop high level requirements and collaborate with Customer Service and Operations staff to implement the changes and measure the result of the changes.
3. Collaboration and Measurement - The intern will work with Marketing staff to define and implement internal processes to improve how the Marketing department collaborates and innovates around new service development initiatives and how SaskTel measures the progress and results of new service development initiatives. The intern is responsible for researching industry best practices and determining how to incorporate these best practices into the Marketing department's daily work. Work could include the design and implementation of an online collaboration environment for SaskTel staff or creation of reporting procedures to measure results.

Qualifications:

Degree in Business Administration/Commerce with a focus in Marketing

- Marketing work related experience would be an asset, e.g. coop work terms. Good communication and analytical skills are required.

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:

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