



Marketing Assistant (Internship)

Job Title: Marketing Assistant (Intern)
Location: Winnipeg, Manitoba
Term: May to August 2026 (16 weeks)
Hours: 35 hours per week (7 hours/day)
Wage: \$20/hour
Reports To: Communications & Events Coordinator

Requirement: This position is funded by Magnet and to qualify, the applicant must hold a Permanent Residence or Canadian Citizenship and be currently enrolled in a post-secondary institution in a Communications or Marketing Program.

Background

Career Trek is a charitable organization, based in Manitoba, that helps youth discover the importance of education and career development. Through collaborative partnerships, Career Trek seeks to remove barriers to education, create opportunities for employment, life-long learning, and provide hands-on career exploration, mentorship, and workshops. Youth are supported to achieve career success through the development of competence, confidence, and self-awareness. For 30 years Career Trek has dedicated itself to providing programs for children and youth from equity deserving groups in the areas of education, career exploration and career development with a vision to inspire life-long learning today for a just and equitable tomorrow.

About The Role:

Career Trek is seeking a **Marketing Assistant (Intern)** to support the organization's communications and marketing initiatives. This internship provides an opportunity for a student to gain meaningful, hands-on experience in nonprofit marketing while contributing to programs that empower youth across Manitoba.

Working under the supervision of the **Communications & Events Coordinator**, the intern will assist with the creation of marketing collateral, social media content, and digital marketing campaigns that promote Career Trek's programs and impact.

The intern will also support ongoing communications initiatives and may contribute to digital projects such as website updates and/or website optimization.

Key Responsibilities

- Create marketing collateral including posters, promotional materials, and digital graphics
- Support the development of content for Career Trek's social media platforms including Instagram, Facebook, TikTok and LinkedIn
- Assist with the development and monitoring of Meta (Facebook and Instagram) advertising campaigns
- Track marketing campaign engagement and performance using Meta & Google Analytics
- Support the analysis of digital marketing metrics
- Assist with updating website content
- Support website improvement or redesign initiatives if required
- Help develop landing page content for marketing campaigns

What You Will Bring

- A combination of education, experience (work, volunteer or lived) and professional development that demonstrates your ability to design and communicate clearly.
- An understanding of how to use various social media platforms, scheduling tools, and software programs.
- Familiarity with or working knowledge of, or willingness to learn: Adobe Creative Cloud, Canva, Word Press and Microsoft Office.
- A portfolio (digital) with proof of your own projects
- Ability to work in a team and meet project deadlines
- Comfortable with asking for assistance and receiving constructive feedback
- Organized and detail oriented
- Clear oral and written communication skills

Learning Outcome

This internship is designed to provide students with hands-on experience in:

- Non-profit marketing and communications
- Digital campaign management
- Content creation and visual storytelling
- Marketing analytics and performance tracking
- Collaborative workplace experience within the nonprofit sector

Additional Information:

- Some Evening and weekend work will be required.
- A satisfactory Police Record and Child Abuse check required.
- Career Trek is committed to doing the work required to walk the path of truth, reconciliation, equity, inclusion and belonging. All staff are expected to participate in learning and development in this area – individually and collectively - and to work from the lens of anti-racism and anti-oppression.
- While there are no current vaccination mandates in place regarding COVID-19, or any other public health order, should this change Career Trek will reinstate its mandatory vaccination policy which requires all staff to be fully vaccinated and provide proof as such as a condition of ongoing employment.

To ensure a diversified and representative workforce, Career Trek is committed to employment equity practices that achieve a workforce reflective of the community and participants it supports through its programming. We encourage applicants to self-identify as First Nations, Metis, Inuit, Two-Spirit, Black, a Member of a Racialized Community, A Person with a Disability, LGBTQQIA+. We encourage you to declare your employment equity status within your application.

For more information about Career Trek, please visit: www.careertrek.ca

To apply for this opportunity, please submit a resume and detailed cover letter to: careers@careertrek.ca.

To ensure your resume and cover letter are forwarded accordingly, please include **Marketing Assistant (Intern)** in the subject line of your email. **Deadline: April 17th, 2026**

This position will remain open until it is filled. Only those applicants selected for interview will be contacted.