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**Digital Marketing Associate / SEO Intern**  
**Peterborough, Ontario**

*File Reference SEO-2021*

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**Digital Marketing Associate / SEO Intern**

This position is with a growing professional services firm that has clients across Ontario.

This is a paid position.

In order to qualify for this internship, you must be a University or College student.

**Core Duties, Skills & Requirements:**

Required Experience/Knowledge:

- Search Engine Optimization (SEO) – keyword research, track keyword rankings, assist in developing new SEO strategies
- Use SEO strategies to maximize the materials' online visibility.
- Google Analytics, Google Tag Manager
- Google AdWords, etc.

Preferred Experience/Knowledge:

- CRM Software- introduction of CRM to track client prospects
- E-Mail Marketing – Creating email campaigns, designing emails, creating tracking links, analyzing email results
- Copy/Content Writing – Assist Digital Marketing Specialists in creating new content to be used on corporate website and social media
- Plan, develop and optimize our paid marketing strategy for our B2B audience to build our brand presence and generate more inbound traffic.

Requirements:

- Working knowledge of Google Analytics and other common SEO tools.
- Working knowledge of HTML, HTML5.
- Knowledge of HTML/XHTML, HTML5 and CSS, ideal
- Excellent verbal & written communication skills.

Location:

- Peterborough /Remote (must be a full-time post-secondary student and legally eligible to work in Canada)



# POSITION PROFILE

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For further consideration, highly qualified Candidates are invited to submit their resume information in confidence, quoting the above file number (SEO-2021).

We treat your information confidentially.

Recruiting Manager

**SHRP Limited**

**hr@savinohrp.ca**

www.savinohrp.ca

www.hrlive.ca

*While we appreciate all applications, we can only contact those individuals selected for interview.*

*We are committed to providing accommodation for persons with disabilities. Accommodation will be provided as part of our hiring process (if accommodation is required, Applicants are requested to make their needs known in advance).*