

DIGITAL MEDIA PRODUCER

Canada Summer Jobs

30 hours per week

ABOUT US

North Line is an international innovator, manufacturer, and distributor of intelligent traffic solutions. We consistently set industry standards with unique, cloud-based solutions for vehicle, cyclist, and pedestrian detection, and asset and data management. With more than 40 years of experience, and a continuous investment in research and development, we are in-demand with customers and collaborators in the public and private sectors.

ABOUT THE POSITION

The Digital Media Producer (DMP) assumes an integral role in the communications team. The DMP works with the communications, research and development, manufacturing, and management teams to develop, improve, and promote the North Line brand and North Line-branded solutions.

Responsibilities

The DMP is responsible for the development of digital media and marketing materials, from concept to completion, and is required to:

- Produce short- and long-form videos, and live broadcasts
- Create storyboards and draft scripts for preliminary presentation to appropriate teams
- Produce studio and on-site (outdoor) photographs of North Line solutions
- Produce graphics, infographics, and layouts for electronic and print publications (newsletters, technical manuals, FAQ sheets, etc.)
- Ensure required and appropriate copyrights are secured for all visuals
- Produce specialized materials for special events
- Assist in database development and other marketing and communications related tasks
- Participate in executing marketing campaigns
- Contribute and adhere to brand guidelines, including video and photography
- Maintain up-to-date knowledge of digital media and marketing trends and technologies

Requirements

This position is funded by Canada Summer Jobs, which requires the position be fulfilled by an individual who:

- a. is between 15 and 30 years of age (inclusive) at the start of employment;
- b. was registered as a full-time student during the preceding academic year;
- c. intends to return to school on a full-time basis during the next academic year;

- d. is a student in a secondary, post-secondary, CEGEP (Quebec only), vocational or technical program;
- e. is a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act* and;
- f. is legally entitled to work according to the relevant provincial / territorial legislation and regulations

*Foreign students are not eligible, per the Articles of Agreement.

The ideal candidate is a post-secondary student in digital media, marketing, or advertising programs. They are self-motivated, organized, and disciplined—they thrive in an active, deadline-driven environment. They have a strong desire to improve their own skills and remain up-to-date on industry trends and technologies. The ideal candidate is a creative thinker and collaborator, with the following skills and competencies:

- Film: Adobe Premiere Pro, Final Cut Pro, or desired software
- Photography: Adobe Photoshop
- Design: Adobe Illustrator, Adobe InDesign, or desired software
- Web: WordPress, eCommerce, HTML, CSS
- Advertising: Google AdWords, Facebook

Knowledge of French is an asset.

Candidates are asked to apply by email to careers@northlinecanada.com by **Monday, May 14, 2018**.

Candidates are asked to request accommodations for the application process as needed.

Only candidates under consideration will be contacted.

North Line is an equal opportunity employer.