



## Marketing Student

If you are a passionate, roll-up-your-sleeves type individual who thrives on being part of a team that is optimizing Sales and Marketing at an innovative, rapidly growing, and fast-paced Telecommunications business, we have an opportunity for you! Muskoka-based **Lakeland Networks** is looking for a self-motivated, energetic, and responsible student to take on marketing (customer/B2B/Sales), administrative duties, and projects for a 4-month Summer Term (May – August 2026).

You will assist in developing Lakeland Networks' marketing for revenue-generating business initiatives. This will include developing integrated communications for promotions, sector education, service plans, etc.; partnering with the agency to drive Social Media followers and engagement; analyzing results; idea generation; and more. Working with a seasoned Director, you can expect to learn solid marketing fundamentals to build out your resume.

### General Scope of Duties and Responsibilities:

- Be a part of developing and executing a new brand identity across the consumer journey.
- Manage all social media with the agency to aid in building the brand identity growth.
- Create and present competitive studies and analytics.
- Develop plans to fully leverage sponsorships and events, execute and participate.
- Design and create graphics and applicable content for online and offline marketing.
- Develop and maintain a customer newsletter for publication.
- Support Sales with all Sales Funnel communications.
- Assist with day-to-day activities when requested.
- Perform other duties as assigned.

### Job Qualifications:

- Must be enrolled in a college or university marketing/advertising/business program.
- Must be willing to be in the Bracebridge office a minimum of 3 days a week, typically aligned with the Director's days.
- Must have strong communication and project management skills. Creative and design skills are a bonus.
- Must have solid marketing knowledge.
- Excellent working knowledge of various software programs, including MS-Office (Word, Excel, PowerPoint, Outlook), and Canva.
- Must be proactive and self-directed when taking on and completing work assignments.
- Ability to establish and maintain professional and effective working relationships both internally and externally.
- Align with company values.

**Pay:** \$21.00 per hour

\*This vacancy is for an existing position

**Interested candidates should submit their cover letter and resumes via email at <https://lakelandholding.bamboohr.com/careers/46> by 5 PM on February 1<sup>st</sup>, 2026.**

Lakeland Holding Ltd. is an equal opportunity employer, and we value the importance of diversity, dignity and worth of every individual in the workplace. Lakeland offers accommodation for applicants with disabilities in its recruitment processes. If Lakeland contacts you regarding a job opportunity, please advise prior to the interview if you require accommodation.

We thank all applicants, but only those selected for an interview will be contacted.