



الوركسترا الكندية العربية  
THE CANADIAN ARABIC ORCHESTRA

The Canadian Arabic Orchestra (CAO) is a not for profit organization with a charitable status based in Mississauga with the objective of promoting multicultural dialogue through the universal language of music. The CAO annual programming consists of the following:

1. The Festival of Arabic Music and Arts: FAMA is the flagship festival of the orchestra where we deliver on our mission of connecting, enriching and inspiring. It is an annual program that takes place in Mississauga and the GTA in the fall of each year. FAMA invites artists, local and international, to perform on Canadian stages in the biggest festival for the Arabic Arts and Culture in North America.
2. The Local Concert Series: The LCS is a series of multiple concerts happening in 5 cities around Ontario. This program offers accessible and affordable high quality concerts where the focus is on engaging the audience in a meaningful music experience.
3. The Canada Tour: The orchestra takes its most successful productions on tour every Spring by presenting the Canadian Arabic Orchestra and Choir in 5 provinces and 7 cities.

### **Job Description**

The Advertising intern plays an integral role in the success of our advertising campaigns as they are expected to contribute to the development and execution of our advertising strategy. The Advertising intern is responsible for assisting the Marketing and Outreach officer in creating, distributing and analyzing advertising campaigns on digital and traditional platforms.

### **Responsibilities**

- Efficiently communicate with various teams within the department, ensuring alignment with the overall marketing strategy.
- Actively participate in the creation of advertising campaigns for different programs of the organization
- Utilize basic design skills to create materials suitable for distribution across various advertising channels.
- Exhibit strong time-management skills to ensure tasks are delivered within specified timeframes.
- Contribute to successful campaigning in support of the organization's events by meeting deadlines and milestones.
- Showcase creative thinking in the development of advertising campaigns and problem-solving.

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[CanadianArabicOrchestra.ca](http://CanadianArabicOrchestra.ca)



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- Bring innovative ideas to the table that contribute to the overall success of marketing initiatives.
- Apply effective data analysis techniques to extract insights from different advertising campaigns.
- Contribute to understanding customer behavior through data analysis, ultimately enhancing the effectiveness of future campaigns.

In addition to the mentioned responsibilities, the intern is expected to effectively communicate with team members to ensure tasks are completed. Moreover, the intern is expected to complete any task assigned by the Marketing and Outreach officer within the scope of their work.

#### **Preferred Requirements:**

- Basic design skills and knowledge of design platforms such Adobe and Canva
- Basic understanding of SEO, Google ads and Meta Ads
- Strong contributor in team environments
- Proficiency in Gmail suite including Google Docs and Sheets.
- Excellent communication skills; written and verbal in English and Arabic
- Ability to prioritize projects.
- Adaptability and attention to details.

Candidates must meet the Student Work Placement (<https://www.culturalhrc.ca/index.php/swp>) criteria listed below:

- Be a post-secondary student enrolled in a recognized Canadian PSE
- Be a Canadian citizen, permanent resident or a person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act
- Be legally entitled to work in Canada in accordance with provincial/territorial legislation and regulations.

This position is suitable for anyone pursuing a degree in Advertising, Digital Marketing, Marketing and Development, Communications, Administration and Business Management or any relevant degree.