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**Type of Position:** Full Time, Internship  
**Position Title:** Digital Media Buyer Intern  
**Location:** Calgary, Alberta  
**Start Date:** November, 2020

*'Work terms of the internship are with **Digital Skills for Youth Program**, funded by the Government of Canada'*

## About Glacier

Glacier is the leader in next generation advertising. We manage the largest out of home high school advertising network in North America. Since 2012, we have made it our mission to Inform & Inspire the next generation by spreading positive messages using innovative and hyper targeted advertising methods.

With more than 150 clients in higher education, Glacier continues to grow and encourage young people to learn more and achieve more. We'd love for you to contribute to our team.

## Position Summary

The Digital Media Buyer - Intern is responsible for supporting Glacier's Social and Digital media strategy. Responsibilities include working closely with the Digital Media Specialist for support to ensure successful campaign pacing and delivery within budget and time. You will also provide optimization recommendations as well as carry out modifications to increase overall digital media performance.

The Digital Media Coordinator is a full-time 6-month internship. Employment opportunities following the internship are expected.

## Tasks & Duties:

- Optimize campaigns and implement different versions as needed on all digital platforms, including but not limited to Facebook, Google Ads, Snapchat, LinkedIn, TikTok.
- Optimize campaigns and implement different versions as needed on the DSP.
- Implement campaign changes such as text or creative as needed.
- Track ad performance through predefined metrics depending on the overall campaign goal.
- Interpret data collected from across channels to report and provide actionable recommendations
- Support the Sales team on required assets needed for the Digital team.
- Provide research insights as needed.

## Skills & Requirements:

- Master of digital advertising. You know all about DSP's, segmentation, psychographic targeting, geo-fencing, display ads, social advertising, etc.
- Strong background of managing paid social media campaigns (paid Ads, not organic social)
- Experience with graphic design or photoshop is a benefit
- You have a strong customer service mentality
- You are gritty, passionate, and always willing to grow, personally and professionally
- You are proactive in anticipating problems and coming up with innovative solutions
- You want to be a part of an amazing culture and are passionate about advertising



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- You are extremely productive working autonomously and love to hit deadlines

**Compensation**

- Competitive industry wage

If you want to be part of a driven, innovative, cool and passionate team, we want to hear from you! Please address your cover letter or resume with “Hey Glacier!”.

John is waiting so flip him an email with your resume & cover letter to [operations@weareglacier.org](mailto:operations@weareglacier.org) and he'll get back to you if the fit looks right. Good luck!