

Job Posting: 8218 - Position: Marketing Student (Brand)

Co-op Work Term Posted:	Spring 2019
Application Deadline	11/25/2018 11:59 PM
Application Method:	Career Bridge
Posting Goes Live:	11/13/2018 1:37 PM
Job Posting Status:	Expired

Company Information

Organization	ATB Financial
Salutation	Ms.
Job Contact First Name	Jane
Job Contact Last Name	Doe
Contact Title	Talent & Relocation Coordinator
Address Line One	1500-10020 100 St NW
City	Edmonton
Province / State	Alberta
Postal Code / Zip Code	T5J 0N3
Country	Canada

Job Posting Information

Term Posted	Spring 2019
Job Title	Marketing Student (Brand) 5075
Employer Competition / Job Posting Number	4 Months
Duration	Calgary or Edmonton
Job Location (City/Town)	
Job Location (Province/State)	Alberta
Job Description	

We don't want you to make coffee. We want you to make a difference. We want you to be ALL IN!

ATB is more than just a bank and ATB 101 is more than just another job. You'll find a diverse range of positions, from Corporate Finance to Marketing and Innovation, but we're all working towards the same goal: to create happiness for our customers and each other, deliver outstanding results and have fun doing it.

We want to make our team members richer, and we don't just mean financially. We've made it our priority to invest in every aspect of your personal growth and give you the opportunity to build a network of other top students.

Is #ATB101 something you want to be a part of? If so, ATB Financial Marketing is THE place to work

and there is a unique opportunity available to help you jumpstart your career! Our ATB 101 students play an integral role in the success of our business and have the opportunity to contribute greatly to our growth with challenging, rewarding and diverse opportunities – way beyond making coffee!

THE OPPORTUNITY:

Reporting to a marketing or program lead, this role will be responsible for supporting the Brand Marketing team in the attraction and retention of our customers. The successful candidate can expect to be actively involved in program development and execution, and team support initiatives.

No matter what you do, you will get to make a difference!

Job Requirements

- A solid understanding of key marketing principles.
- The ability to think creatively about problem solving and to ask probing questions to get to the heart of a client's needs and to translate them into actionable solutions.
- An innovative approach to marketing, with an eye on finding new ways to achieve results.
- Self-motivation and the ability to work independently, with the drive to set personal deadlines and achieve them.
- The ability to source, analyze, digest and translate customer and market research into meaningful insights to influence a strategy.
- Tech-savvy with the ability and experience in managing digital based, online tools.
- Ability to stand up, speak out, and identify opportunities for change
- Eagerness to roll up your sleeves, take on and seek out new challenges
- An innovative, digital and entrepreneurial growth mindset. Someone works well in a virtual environment
- Collaboration magnet, connecting and collaborating with diverse groups – people just LOVE working with you
- You are customer obsessed and know how to deliver WOW to your customers and your teammates
- Enrolment in a post-secondary college or university marketing and/or communications program.
- Can be used for your coop.

Preferred Academic Level	Undergraduate
All Programs	No
Targeted Degrees and Disciplines	Bachelor of Management (BMGT) Marketing
Projected Start Date	January 07, 2019 12:00 AM
Projected End Date	March 31, 2019 12:00 AM

Application Information

Additional Application Information

*** TO BE CONSIDERED YOU MUST COMPLETE THE FOLLOWING STEPS ***

Do your research: Learn about our story, business objectives, culture and what it's REALLY like to work

for ATB.

Think BIG & Tell us Your Story, Your Way: This is NOT your traditional application, it requires more than just a resume and cover-letter. Share a vivid and compelling story of who you are using ANY medium (videos, documents, podcast and more) while telling us:

- Why you think ATB will provide you with the WOW experience you are seeking for your summer term.
- About an experience or initiative you have participated in within your community and the impact it has had on you.
- How you build trust within your working groups.
- How you find a way to get things done.

Guidelines:

- If doing a video please keep it around 5 mins long (preference would be a YouTube video)
- Max 10 slides for presentations
- Max 500 words for essays

*** NOTE: Add your story to the cover letter area. If you decide to share a link with us, please make sure it is publicly visible content so that we can view it.

The Waiting Game: We're so grateful to have many qualified candidates express interest in our career opportunities. Only those selected to progress to next steps in our hiring process will be invited to join us in-person for further conversations.