

Marketing & Innovation Student

Employer:	OLG	Closing Date:	June 19, 2023
Posted:	10 months ago	Location:	Sault Ste. Marie or Toronto (Hybrid)
ES Job ID:	14387	Duration:	Full Time , Student , Temporary
Sector(s):	Sales & Marketing		
Salary:	16.87		

Job Description:

Marketing & Innovation Student

Locations Available: Sault Ste. Marie or Toronto (Hybrid)

Duration: Fall (September - December 2023)

Type: Student Full Time

Range: \$16.87 - \$25.28

GAME ON - OLG needs you

We've said GAME ON, and we mean it - OLG is rapidly transforming its organization to better serve Ontarians by delivering great gaming experiences through our digital, retail lottery, and land-based casino channels. In our fiscal 2019-20 year alone, OLG delivered over \$2.3 billion in net profit to the Province of Ontario. OLG is now expanding our horizons even further, with a new strategic direction, to become a world class gaming entertainment leader with a globally admired digital platform.

POSITION SUMMARY:

The intern will work closely with the Sports Products & Operations team to support various aspects of the business and support the marketing execution for the retail sports team.

WHAT YOU WILL BE DOING:

- Assist in retention campaigns geared towards our current players and acquisition activity aimed to bring online players in-store
- Assist in briefing process for agency partners
- Take part in conversations related to development of creative assets (social, retail, radio, OOH, TV)
- Work on FAQ's, T&C's for various projects
- Take ownership of a project of your choosing and present findings at the of work term
- Gain insights on the lottery/betting industry and develop confidence to express opinions and bring insights to the team
- Miscellaneous duties as required (i.e. Shipment of PROLINE merchandise)

WHAT WE OFFER:

- Working as part of a large Technology and Digitally driven organization
- Being part of a collaborative working environment alongside OLG Leaders who support the growth and development of students
- Participate in Diversity and Inclusion initiatives across the organization including Pride Parade and Women's Leadership Programs
- Support OLG Charities including the Federated Health Campaign, United Way Campaign and other fundraising efforts for local charities

MORE ABOUT US:

Visit our website at olg.ca for more information or talk to us on one of our social media sites

- Facebook.com/OLGToday/
- Twitter.com/OLGtoday
- LinkedIn.com/company/olg
- Playsmart.ca
- OLG Apps for Android and Apple devices on Google Play or App Store

Required Skills:**WHAT WE'RE LOOKING FOR:**

- Currently enrolled in a post-secondary program with a focus in Business, Research Analytics, Marketing Management, or related field
- An aptitude for learning on the job.
- Strong business acumen with solid analytical skills - ability to use critical thinking to inform effective decision making
- Ability to manage multiple competing priorities and aggressive deadlines simultaneously
- Ability to work in a dynamic and fast paced environment that requires comfort with ambiguity
- Solid interpersonal skills and the ability to work independently and as part of a team
- Strong verbal and written communication skills
- Exceptional PowerPoint and Excel skills
- An interest in sports!

How to Apply:

We look forward to hearing from you, interested applicants please apply through your school's portal, coop coordinator or send your resume to Careers@olg.ca by June 19, 2023.

OLG is an equal opportunity employer. We are committed to providing employment accommodation in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. Please contact Human Resources at careers@olg.ca if you require accommodation at any time throughout the hire process.

We thank you for your interest in this opportunity; however only those individuals selected for an interview will be contacted.

Personal information is collected by the Ontario Lottery & Gaming Corporation (OLG) and/or its third party service provider(s) under the authority of the Ontario Lottery and Gaming Corporation Act, 1999, SO 1999, c 12, Sch L and the Employment Standards Act, 2000, S.O. 2000, c. 41 (as amended) and will be used for the purpose of determining qualifications for employment with OLG and for recruitment modernization initiatives. The information will be managed in accordance with all applicable laws, OLG's Protection of Privacy Policy (the Policy) and related policies and procedures.

For any questions about this collection, please contact careers@olg.ca, 800-70 Foster Drive, Sault Ste. Marie, ON, P6A 6V2.