

## Marketing Intern – PR & Social Media Profile

Note: The use of the masculine gender includes the feminine and is employed solely to facilitate reading.

Can you imagine a career that touches the lives of people everywhere? Can you imagine yourself working in a fast paced and dynamic workplace where rapid decision making, entrepreneurial initiatives, customer service and community become your new vision? A vision that drives our growth and success...if so, then Paladin is the place for you!

Paladin Labs Inc., headquartered in Montreal, Canada, is a specialty pharmaceutical company focused on acquiring or in-licensing innovative pharmaceutical products for the Canadian market. Paladin has a focused marketing and sales organization that has helped it evolve into one of Canada's leading specialty pharmaceutical companies. Paladin Labs is an operating company of Endo International plc, a highly focused generics and specialty branded pharmaceutical company.

We are a dynamic and fast growing organization. Paladin is constantly looking for great people to contribute to our growing business. We believe in empowering our employees by giving them the freedom to raise new ideas and encourage decision making in an environment that fosters the growth and development of each individual. Paladin's culture is committed to building our business as well as our community, helping others, encouraging integrity and inspiring people to make a difference.

### **Position Summary**

We are looking for an enthusiastic PR & Social Media Intern to join our Marketing department and provide creative ideas to help achieve our goals. You will play a key role in the development and implementation of our PR & social media strategies. You will collaborate with our agencies in different stages of marketing campaigns. You will prepare reports to analyze our efforts and make your recommendations. You will meet with medias and influencers to help build relationships. Your insightful contribution will help gradually achieve superior customer awareness and engagement by strategically exploiting all aspects of marketing roadmap.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broader experience in marketing and should be prepared to enter any fast-paced work environment.

### **Reports to**

Product Manager

### **Specific Responsibilities**

1. Assessment of current PR & Social Media performance of the brand and its competitors.
2. Preparation and implementation of PR & social media strategies through platform determination, benchmarking, messaging and audience identification.
3. Recommendation of a plan to maximize our attraction and interaction with targeted medias, virtual communities and network users.
4. Key day-to-day go-to-person for PR and social media agencies.
5. Planning and creation of content (original text, images, etc.) that builds meaningful connections and encourages community members to take action.
6. Support in the creation of strong media relationships with our brands.
7. Coordination of projects with outside suppliers if needed.
8. Provide administrative support to the Marketing department.
9. Preparation of analysis and reports for the marketing team.

## **Characteristics of a Good Candidate**

- Excellent interpersonal skills
- Knowledge of online marketing, good understanding of major marketing channels
- Knowledge of digital and social media *analytics tools metrics social knowledge*
- Autonomy / Resourcefulness
- Thoroughness / Attention to details
- Good multitasking and organizational ability
- Enthusiasm and desire to learn
- Interest in marketing and financial analysis

## **Candidate Profile**

### ***Experience, Training and Education***

#### **Required**

- University degree.
- Strong computer skills (Microsoft Office: Excel, Power Point, Word).
- Excellent communication skills, written and oral in both French and English.

#### **Asset**

- University degree with a focus in Marketing, Communication or Public Relations.
- Previous work experience in Marketing, Sales, Packaged Goods or Pharmaceutical Products.

*To apply, please send your resume: [hr@paladinlabs.com](mailto:hr@paladinlabs.com)*

*Only selected candidates will be contacted.*