

# Synapsis Hiring Package



## Marketing Intern Hiring Package

Engage in cutting-edge biotechnology education and research with Synapsis.

### About Synapsis

*Synapsis is a student-driven, non-profit organization at Queen's University dedicated to advancing biotechnology education, research, and real-world application. We bridge the gap between academic learning and hands-on experience through mentorship, collaborative projects, and partnerships with industry professionals. Our work in synthetic biology, CRISPR, AI and machine learning, and personalized medicine empowers students to contribute to cutting-edge scientific advancements.*

### Position Overview

**Positions Available:** 2

**Location:** Queen's University Campus and Remote

*The Marketing Interns will play a crucial role in promoting Synapsis' activities and achievements, enhancing our visibility across social media platforms, and engaging with the Queen's University community and beyond. These interns will collaborate closely with the Chief of Promotions and other executive members to develop and implement creative strategies to attract new members, raise awareness of biotechnology, and foster community engagement.*

## Responsibilities

- 1. Social Media Management:** Plan, schedule, and post engaging content on platforms like Instagram, Facebook, and LinkedIn. Monitor and respond to comments and messages to increase interaction. Analyze engagement metrics to refine content strategies.
- 2. Collaborative Outreach:** Work with the Chief of Promotions to coordinate cross-promotional activities with other clubs and organizations. Reach out to university departments, other clubs, and community groups for collaborative events and initiatives.
- 3. Content Creation:** Design eye-catching graphics, write compelling captions, and curate multimedia content showcasing our projects and events. Document Synapsis events through photos and videos, and create recaps to share on social media.
- 4. Event Promotion and Support:** Develop promotional materials for upcoming workshops, guest speaker sessions, and capstone projects. Assist with event logistics, setup, and engagement activities to enhance event turnout and visibility.
- 5. Branding and Strategy Development:** Help shape and evolve Synapsis' brand identity, ensuring consistency across all communications. Propose innovative ideas to reach new audiences and keep current members engaged.

## Qualifications

- Currently enrolled at Queen's University (preference given to those studying life sciences, business, marketing, or communications).
- Experience or interest in digital marketing, social media management, graphic design, or content creation.
- Strong verbal and written communication skills, with an ability to convey technical information in an engaging way.
- Proficiency with social media platforms and graphic design software/tools (e.g., Canva, Adobe Suite) is a plus.
- A proactive attitude, creativity, and a passion for biotechnology and innovation.

## Application Process

**To Apply:** Please submit a resume, cover letter, and a portfolio or examples of any relevant social media or graphic design work to [20ar60@queensu.ca](mailto:20ar60@queensu.ca). In your cover letter, please describe your interest in biotechnology and any relevant experience in marketing, content creation, or digital media.

**Application Deadline:** Nov 17th, 2024

**Interview Process:** Shortlisted candidates will be contacted for an interview with the Chief of Promotions and other executive members.

## Contact Information

For more information about this position, please contact:

---

**Aiden Ramezani**

Chief of Promotions, Synapsis

[20ar60@queensu.ca](mailto:20ar60@queensu.ca)

---

**Shahbaaz Siddiqui**

Administrative Officer, Synapsis

[20sas@queensu.ca](mailto:20sas@queensu.ca)

---