



Work Experience Agreement

SELC College
100 & 120, 1155 West Pender St.
Vancouver, BC

College Name and Location

Shikha Yadav

SELC Placement Coordinator's Name

Host Organization

Host Supervisor's Name

Student's Name

Student Number

Digital Marketing Fundamentals (Co-op)

Program Name

Work Experience Duration

Hours: 480

Work Experience Start Date: _____

Work Experience End Date: _____

Position title: _____



Work Experience Agreement

PARTIES IN AGREEMENT

This agreement is being entered into on this _____ day of _____, _____
Month Year

BETWEEN:

Name: SELC College
Address: 100 & 120, 1155 West Pender St. Vancouver BC
Telephone: 604-282-0988 ext.110
E-mail: shikha.y@selcedu.com

(Hereafter referred to as "Placement Coordinator")

AND:

Name: _____
Company: _____
Address: _____
Telephone: _____
E-mail: _____

(Hereafter referred to as "Host Supervisor")

AND:

Name: _____
Student #: _____
Address: _____
Telephone: _____
E-mail: _____

(Hereafter referred to as "Student Trainee")

Agreement

The institution, the host and the student have agreed as follows:

- The student will attend the training place within the hours outlined by the host.
- The host will familiarize the student with the policies and procedures that are in place at the work experience site and will ensure that the student is supervised at all times while completing the work experience placement.
- The institution will contact the host at least every month to discuss the student's progress.
- The institution will contact the host and the student to evaluate the student's performance during the work experience placement.
- The host will maintain a record of the student's attendance at the work experience site and will immediately report any concerns to the institution.
- The student will maintain a record of tasks completed during the work experience placement and submit monthly reports and will immediately report any concerns to the institution.
- The institution will immediately address any concerns reported by the host or the student.

It is understood that the host organization agrees to accept the student trainee (named above) in a work experience for the period of training indicated above; therefore, the parties agree to the following:

HOST ORGANIZATION

The organization, and Host Supervisor, undertakes to:

1. Offer the student trainee a work experience for which the objectives and evaluation have been agreed to (*Work Experience Training Plan*, *Joint Evaluation*, and *Summative Evaluation*).
2. Provide the student trainee with a safe working environment for the duration of the training.
3. Designate a person ("Host Supervisor" named above) within the organization to be in charge of supervising the student trainee.
4. Release the student trainee, if required, to allow them to participate in activities outside the workplace (e.g. job interviews, seminars) planned by the college.
5. Allow the Placement Coordinator to contact the Host Supervisor to evaluate the progress of the student in their work experience.
6. Immediately notify the Placement Coordinator of any absence of longer than two days on the part of the student trainee and of any issues that may arise concerning the training session.
7. Provide the Placement Coordinator with a written *Summative Evaluation*, using the form provided, as well as collaborate and complete the *Joint Evaluation* for the student trainee within the prescribed time.
8. Allow the student trainee to present and/or discuss his/her work experience with his/her instructors.
9. The host organization agrees to remunerate the student trainee for any Co-op placement and agrees that any practicum, clinical or preceptorship placements are Not to remunerated.
10. The host organization certifies that the presence of the student trainee will not lead to the dismissal of a paid employee, and that the student trainee will not replace a worker who is absent owing to a work stoppage or a labour dispute.
11. The host organization shall maintain a current insurance policy covering losses and/or damages that may be caused by the trainee, as well as any claims the student trainee may make against the host organization.
12. The host organization hereby waives its right to initiate a legal action, claim, or application of any nature whatsoever in respect of any injuries and/or damages arising out of the performance of this agreement.

13. The host organization agrees that the Placement Coordinator may terminate the work experience at any time.
14. The Host Supervisor may terminate this agreement at any time by sending written notification to this effect to the Placement Coordinator.

STUDENT TRAINEE

The student trainee undertakes to:

1. Follow the guidelines and instructions that will, from time to time during the training session, be given to them by the Placement Coordinator regarding their work and progress.
2. Not copy the host organization's software, nor take possession of any property of the host organization's during the work experience.
3. Return all projects and materials used during the work experience (if applicable), to the host organization, if the host requests.
4. Work on projects and tasks defined during any interview with the host organization and as outlined in the *Work Experience Training Plan*.
5. Abide by the rules and policies of the host organization (working hours, confidentiality, business ethics and expediency, etc.)
6. Carry out planned tasks and other duties that may be asked of them.
7. Notify their Host Supervisor and Placement Coordinator of any problems or issues that arise during the work experience.
8. Notify their Host Supervisor if they must be absent for any part of the work experience.
9. Complete and submit all required documents (e.g. *Student Evaluation*) and any applicable assignments/projects that are part of the training plan and contained within the *Work Experience Guide*.

The student trainee also agrees that:

- The work experience may terminate at any time at the Placement Coordinator's discretion.
- All work experience Co-op placements are to be remunerated, work experience practicums, clinicals or preceptorships placements are Not to be remunerated.
- The procedures for participating in the work experience have been explained to them in detail and they are thoroughly understood.

The student trainee further undertakes to complete their work experience at one, and only one, host organization as this agreement stipulates. If the student trainee withdraws from the work experience before the scheduled term has been completed, they must notify the Placement Coordinator and Host Supervisor in writing. They must then contribute to finding another host organization and submit the proposed site for approval by the Placement Coordinator; in any case, a new agreement would need to be entered, terms agreed upon, and with full understanding that the student's program end date and successful completion may be impacted: this understanding would be expected after discussion with the college's campus director and/or placement coordinator.

The student trainee understands that the passing mark is based on the results of the evaluation tools in the *Work Experience Guide*, completion of any assignments provided by the college (if applicable), and minimum attendance requirements outlined in the guide.

The student trainee hereby waives his/her right to initiate a legal action, claim or application of any nature whatsoever against the Employee (Company) and Placement Coordinator (College) in respect of any injury and/or damages arising out of the performance of this agreement.

Work Experience Duty List

TYPE OF ORGANIZATION	TYPICAL DUTIES REQUIRED
Industry	<ul style="list-style-type: none"> Develop and execute digital advertising campaigns across various platforms, such as Google Ads, Facebook Ads, and display networks.
	<ul style="list-style-type: none"> Conduct keyword research and optimize ad copy to improve ad performance and drive targeted traffic.
	<ul style="list-style-type: none"> Monitor and analyze campaign metrics, such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS).
	<ul style="list-style-type: none"> Assist in creating and optimizing landing pages to improve conversion rates.
	<ul style="list-style-type: none"> Collaborate with graphic designers and copywriters to create compelling visual and written content for digital ads.
	<ul style="list-style-type: none"> Help manage advertising budgets and allocate funds effectively to maximize campaign results.
	<ul style="list-style-type: none"> Assist in developing audience targeting strategies to reach the desired customer segments.
	<ul style="list-style-type: none"> Support the implementation of retargeting campaigns to engage with previous website visitors or abandoned cart users.
	<ul style="list-style-type: none"> Conduct A/B testing of ad variations and landing pages to optimize campaign performance.
	<ul style="list-style-type: none"> Assist in creating and managing social media advertising campaigns on platforms such as Facebook, Instagram, Twitter, and LinkedIn.
	<ul style="list-style-type: none"> Help develop engaging and relevant content for social media platforms to drive user engagement and brand awareness.
	<ul style="list-style-type: none"> Monitor social media ad performance and make data-driven optimizations to improve results.
	<ul style="list-style-type: none"> Assist in community management by monitoring social media comments, messages, and reviews, and responding promptly and professionally.
	<ul style="list-style-type: none"> Contribute to the development and implementation of social media content calendars and strategies.
	<ul style="list-style-type: none"> Help create and manage influencer marketing campaigns, including identifying suitable influencers, negotiating partnerships, and tracking results.
	<ul style="list-style-type: none"> Support the creation of engaging and shareable content for various digital channels, such as blog posts, videos, infographics, and e-books.
	<ul style="list-style-type: none"> Assist in conducting keyword research and optimizing content for search engine optimization (SEO) purposes.
	<ul style="list-style-type: none"> Collaborate with internal stakeholders to gather information and insights for content creation.
	<ul style="list-style-type: none"> Assist in managing and updating website content to ensure it aligns with the overall digital marketing strategy.
	<ul style="list-style-type: none"> Help develop and execute email marketing campaigns, including creating and segmenting email lists, designing email templates, and analyzing campaign performance.
	<ul style="list-style-type: none"> Assist in monitoring and analyzing website analytics data to track user behavior, conversion rates, and content performance.
	<ul style="list-style-type: none"> Stay updated on industry trends and best practices in digital advertising, content creation, and social media marketing.
	<ul style="list-style-type: none"> Support the coordination and execution of digital marketing projects and initiatives.

Industry	<ul style="list-style-type: none"> Collaborate with cross-functional teams, such as design, development, and marketing, to ensure seamless execution of digital campaigns.
	<ul style="list-style-type: none"> Maintain brand consistency across all digital advertising, content, and social media channels.
	<ul style="list-style-type: none"> Monitor and report on industry and competitor activities to identify new opportunities and trends.
	<ul style="list-style-type: none"> Assist in conducting market research to understand customer preferences and behaviors.
	<ul style="list-style-type: none"> Support the development and execution of social media strategies to increase followers, engagement, and brand loyalty.
	<ul style="list-style-type: none"> Help manage social media content calendars, scheduling posts, and monitoring content performance.



Work Experience Agreement

ALL PARTIES ARE IN AGREEMENT EVIDENCE BY THEIR SIGNATURE BELOW.

SEL College Placement Coordinator

Date

Host Supervisor

Date

Student Trainee

Date

DISTRIBUTE COPIES OF THIS AGREEMENT TO ALL PARTIES