

Job Posting: 177586 - Position: S26 2026 Summer - RBCx, Marketing Data Analyst Intern (4 Months) Toronto 177586

Co-op Work Term Posted:	2026 - Summer
App Deadline	01/30/2026 11:59 PM
Application Method:	Through Employer Website
Posting Goes Live:	01/23/2026 10:06 AM
Job Posting Status:	Approved

ORGANIZATION INFORMATION

Organization	RBC (Royal Bank of Canada)
Country	Canada

JOB POSTING INFORMATION

Placement Term	2026 - Summer
 Job Title 	S26 2026 Summer - RBCx, Marketing Data Analyst Intern (4 Months) Toronto 177586
Position Type	Co-op Position
Job Location	Toronto, ON
Country	Canada
Duration	4 months
Work Mode	To be confirmed
Salary Currency	CAD
Salary	Salary Not Available, 0 Major List

Job Description

Job Description

We're excited to offer an opportunity to join our Platform team as a **Marketing Data Analyst Intern**. In this role, you will analyze behavioral data from digital channels to optimize campaign performance, enhance conversion rates, and maximize ROI through a mix of dashboard builds and storytelling. You will collaborate with cross-functional teams to analyze trends, track performance metrics, and provide actionable recommendations. This role is ideal for someone with strong analytical skills, a passion for data, and a desire to make an impact through data-driven insights.

Who are we?

At RBCx, we empower bold ideas, founders, and tech companies by leveraging data to drive innovation and strategic decision-making. Our Marketing Analytics team plays a critical role in uncovering insights, solving complex problems, and delivering actionable recommendations that shape the future of our organization. We are passionate about using data to unlock opportunities, influence strategy, and create meaningful impact. Join us to be part of a dynamic team that values curiosity, collaboration, and data-driven problem-solving.

What is the opportunity?

We're excited to offer an opportunity to join our Platform team as a **Marketing Data Analyst Intern**. In this role, you will analyze behavioral data from digital channels to optimize campaign performance, enhance conversion rates, and maximize ROI through a mix of dashboard builds and storytelling. You will collaborate with cross-functional teams to analyze trends, track performance metrics, and provide actionable recommendations. This role is ideal for someone with strong analytical skills, a passion for data, and a desire to make an impact through data-driven insights.

What will you do?

- Analyze large datasets to identify trends, patterns, and actionable insights that support business objectives.
- Create and maintain dashboards and reports using visualization tools (e.g., Tableau, Power BI, Amplitude, Google Analytics) to communicate key findings.
- Apply statistical techniques to evaluate marketing campaign performance, customer behavior, and operational efficiency.
- Collaborate with cross-functional teams, including Marketing, Product, and Operations, to define key performance indicators (KPIs) and track progress.
- Ensure accurate data collection via tools like Google Analytics and Amplitude
- Support the development of data-driven strategies by conducting quantitative and qualitative research.
- Provide actionable recommendations to improve business performance, optimize processes, and enhance customer experiences.

Job Requirements**What do you need to succeed?****Must-Have:**

- Proficiency in data analysis tools and programming languages (e.g., SQL, Python, R).
- Experience with data visualization tools (e.g., Tableau, Power BI, or similar).
- Strong analytical and problem-solving skills, with the ability to interpret and communicate complex data insights.
- Knowledge of statistical techniques and their application to real-world problems.
- Strong communication and collaboration skills to work effectively with cross-functional teams.
- Attention to detail and ability to manage multiple tasks and priorities.

Nice-to-Have:

- Familiarity with marketing analytics, including campaign performance tracking and customer segmentation.
- Experience with automation tools and techniques for data processing.
- Knowledge of machine learning concepts and their application in data analysis.
- Interest in technology, innovation, and business strategy.
- A growth mindset and eagerness to learn and adapt to new challenges.

Please note: This posting is for a 4-months Summer 2026 Student placement with a start date of May 2026, and end date of August 2026. In order to be eligible for this 4-months Student position, you must either:

- Be returning back to school after the work term end-date of August 2026 ; or
- If you are not returning back to school (i.e. are graduating in August 2026), you must require the full 4-months work term as a mandatory component to in order to graduate successfully.

Please ensure that you meet these eligibility requirements before applying - candidates who apply but are found to be ineligible are not able to be considered.

Citizenship Requirement N/A

APPLICATION INFORMATION

Application Procedure Through Employer Website

Special Application Instructions

APPLICATION LINK: <https://jobs.rbc.com/ca/en/job/R-0000156523/2026-Summer-RBCx-Marketing-Data-Analyst-Intern-4-Months>

Please click the "I intend to apply to this position" button on SCOPE and also submit your application via the employer's website.

Applications are accepted on a rolling basis and the posting may be expired at any time by the employer as submissions are received.

Students should submit their applications as soon as they are ready.