

**Market Analyst (Summer Internship)**

|  |  |
| --- | --- |
| Position title | Market Analyst Intern |
| Duration | 4 months (May-August 2016) |
| Job location | Downtown Calgary |
| Compensation | $22.95 per hour |
| Hours per week | 37.5 |
| Application materials required | Résumé and cover letter |
| **ABOUT SLOVINAK**  Founded in 1985, in Prague of the Czech Republic, Slovinak Auto (“Slovinak”) is a national automotive manufacturer that designs low to mid-tier (ranging within the prices of $22,000 - $65,000 USD) vehicles that are designed to be oriented toward sports car enthusiasts within the European Union.  Since 2011, in an attempt to increase global market share, Slovinak has begun to take steps towards tapping into key North American markets (United States and Canada), but remain concerned that their brand recognition will not hold well in competition against other major automotive manufacturers.  **WHAT YOU WILL BE DOING AT SLOVINAK**  The Slovinak head office in Canada, located in Calgary Alberta, is looking to recruit a Market Analyst Summer Intern who will be assigned with the following set of responsibilities,   * Track and analyze metrics and prepare marketing reports that highlight the extent of consumer awareness for Slovinak’s brand in Canada on social media (Twitter, Facebook, LinkedIn, etc.) * Manage Slovinak’s campaigns and initiatives across a collection of various social media platforms * Research and document the marketing trends of Slovinak’s competitors * Research and report on significant changes in consumer behavioral patterns within the automotive industry * Assist the Marketing department with administrative tasks such as filing and records retention   **WHAT SKILLS SLOVINAK IS LOOKING FOR**   * Intermediate knowledge of Microsoft Excel (pivot tables, formulae, charts, etc.) * Excellent presentation, communication, and interpersonal skills * An ability to prioritize tasks and also be able to multitask * Show a strong a willingness to learn * Be able to “think outside of the box” * Be able to effectively and efficiently work in both team and independent settings * Previous experience in market research is considered in asset, but not a requirement   **WHAT QUALIFICATIONS SLOVINAK IS LOOKING FOR**   * Current enrollment in a Bachelor of Commerce program * Although students from all concentrations will be considered, preference will be given to Marketing and MGIS majors * Experience or knowledge of ERP systems is considered an asset | |