



**GLOBAL  
SUMMERS  
ACADEMY**  
Powered by Sam Blyth

## Global Summers Academy Virtual Co-op Ed. Placement: Marketing

Global Summers Academy, powered by Sam Blyth, is a school based in Toronto, Ontario that operates academic summer travel programs abroad. Featuring 21 separate programs planned for the Summer of 2021, courses are available for students studying in Grades 9 to 12 and University Prep.

We are pleased to announce our Virtual Co-op Ed. opportunities, from February to June, where high school students can learn and work remotely during these challenging times. These opportunities are ideal for students with an interest in marketing, strategy, social media management and communications.

As Marketing Co-op students at Global Summers Academy, students will have the opportunity to work with an experienced team in a virtual environment. Students will cultivate and grow their skills while learning real marketing and social media strategy. Our placements will give students the tools they need to continue to develop their skills in the workplace.

Students will spend their quad developing and assisting with the management of social media channels and the web presence while supporting the marketing team in all public communications. Students will also create their own marketing plans and content. Students must start the term with a foundation or beginners' knowledge of how to use major social media channels (ie. Facebook, Instagram, etc). Students with a digital portfolio of previous work will be strongly considered.

These high-school Co-op placements would be ideal for students currently enrolled in a SHISM program focused on business, marketing, media or communication technology.

### Placement Requirements:

- Writing articles, blogposts, e-mails and other public communications
- Evaluating industry alternative product + service offerings
- Strategize and plan marketing and outreach campaigns
- Brainstorm, plan and create content for deployment
- Contribute to the management and use of Global Summers Academy social media channels

To apply for a placement, students can complete the online application found at:

<http://globalsummersacademy.com/high-school-coop/>

Spaces are limited. Only selected candidates will be contacted for an interview. We thank all who apply for their interest. Please refer any questions to supervisor, Anthony Dalla Bona.

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