



**ROLE:** Digital Communications Intern

**Location:** Downtown Toronto (Hybrid Role)

**Hours:** Monday to Friday, 9:00 am to 5:00 pm

**Duration:** 8 Weeks

**Reports To:** Director of Communications and Content

**Salary:** \$25.00 per hour

**Start Date:** Immediately

## THE ICD

The Institute of Corporate Directors (ICD) is a not-for-profit, member-based organization representing Canadian directors and boards across Corporate, Crown, Not-for-profit sectors and Credit Union sectors. The ICD is Canada's largest director community, with over 18,000 members and a network of 11 Chapters across the country.

Members of ICD gain insight and foresight on critical issues facing board directors and benefit from best-in-class governance education, including ICD's partnership with the Rotman School of Management, in delivering the Director Education Program (DEP). The ICD grants the ICD.D designation to eligible directors, which represents a commitment to leadership excellence in the boardroom. Annually, the ICD awards the F.ICD designation to leaders for their exceptional contribution to Canadian Corporate governance.

## THE ROLE:

Reporting to the Director, Communications and Content, this role is a hands-on opportunity to support the accuracy and effectiveness of our digital content ecosystem. The primary focus involves ensuring the ICD content is properly tagged, measurable, and optimized for performance insights. This work requires a high level of attention to detail, analytical skills, strong organizational skills, and comfort working within content management systems.

In addition, the role offers some exposure to content development where the successful candidate will collaborate with a AI Writer, an AI platform, under supervision, to create and refine "light" content that expands our library for emerging priorities.

## KEY RESPONSIBILITIES

- Lead project to ensure all content is accurately tagged, structured, and optimized for tracking and performance insights
- Perform quality checks to ensure accuracy, consistency, and brand alignment
- Organize and manage digital assets for accessibility and proper categorization
- Support content performance monitoring and identify opportunities for improvement
- Assist in developing and refining light content via Writer
- Review and edit AI-assisted content to ensure accuracy, tone, and alignment

## QUALIFICATIONS:

- Currently pursuing or recently completed a diploma or degree in Marketing, Business, Communications, or a related field

- Familiarity with content management systems (CMS) such as Sitecore, WordPress, Drupal, or similar platforms through coursework, internships, or personal projects.
- Strong analytical skills, strong familiarity with Google Analytics
- Experience updating website content, including text, images, documents, and page layouts within a CMS environment.
- Exposure to AI-powered tools such as Writer, Microsoft Copilot, Gemini, or similar platforms to support content creation, research, editing, and workflow efficiency.
- Understanding responsible AI use, including reviewing and refining AI-generated content for accuracy, tone, and brand alignment.
- Basic experience with digital content creation tools such as Canva or Google Workspace.
- Experience using work management platforms, such as Asana or Monday
- Confident, mature, willing to take direction, demonstrates good judgement.

**Opportunity:** This is a current existing position

**AI Disclosure:** ICD does not use AI in any part of screening and/or recruiting of candidates

**To apply, please send a resume and a cover letter outlining your relevant experiences to [humanresources@icd.ca](mailto:humanresources@icd.ca).**

The ICD is committed to cultivating an inclusive, accessible environment, where each employee feels respected, valued and supported. All qualified individuals may apply online. If you require disability-related accommodation to participate, please note this in your application.

Thank you for your interest, but only those selected for an interview will be contacted.

Please note that ICD presently works on a hybrid model. As such, candidates will be asked to indicate their availability to work in the ICD downtown Toronto office.