



## **Mitacs Business Strategy Internship (BSI): Partner Proposal International Minerals Innovation Institute (IMII)**

**Organization Name:** International Minerals Innovation Institute (IMII)

**Please Send Resume/Cover Letter To:** [admin@imii.ca](mailto:admin@imii.ca)

**Seeking Applicants in areas of:**

Edwards School of Business, particularly Management and Marketing

Certificate in Professional Communication, School of Professional Development, ENGG

**Background:**

The IMII and its members support a number of programs meant to help attract and develop a qualified workforce. As the minerals industry is facing increased competition for skilled persons, and particularly those of diverse backgrounds, it is becoming increasingly important to communicate to youth on the opportunities available to them in the minerals industry.

The project will help IMII identify and implement effective means of innovative communication to reach the youth in Saskatchewan to enable a skilled workforce that is more diverse and inclusive and representative of the communities in which the Saskatchewan minerals industry operates. The project will also provide a one-stop landing page that will provide youth with the information needed to embark on a career in the minerals industry.

**Objectives & Methodology/Approach:**

**Intern 1:**

- The objective is to research and identify the most effective communication tools, platforms, and methodology for communicating and engaging with youth on careers in the minerals industry. Consideration needs to be given for Indigenous youth, youth in rural and urban centres, and new immigrants.
- Identify what is already available for communications in this area, where the gaps are, and what opportunities there are for IMII to be more effective in this area.
- Identify what post-secondary education programs are available for careers in the minerals industry.
- Working with intern 2, develop appropriate messaging and content that is innovative and informative that strives to engage youth to explore careers in the minerals industry.

**Intern 2:**

- The objective is to research and identify what post-secondary education programs are available for careers in mining, program requirements, key competencies, and scholarship opportunities.
- Build a map of programs and resources that can be a one-stop information web page for youth looking for information on career opportunities in the minerals industry.
- Working with intern 1, develop appropriate messaging and content that is innovative and informative that strives to engage youth to explore careers in the minerals industry.



**Timeline:**

Anticipate a May 1<sup>st</sup> start date

Intern 1:

- Initial research on communication tools – May
- Identify communication gaps and opportunities – June
- Identify and develop content for implementation – July and August
- Final report – August

Intern 2:

- Initial research on post-secondary education programs in Saskatchewan – May
- Build a map of programs and resources – June
- Identify and develop content for implementation – July and August
- Final report – August

**Deliverables:**

The interns will produce a report on communications needs, gaps, and opportunities and create a resources web page. In addition, the interns will produce a communications plan for these areas and help develop the content for implementation.