

Digital Presence Analysis and Public Outreach



Project Title	Digital Presence Analysis and Public Outreach
Project Summary	Digital communication with our consular services applicants is crucial. Our eIntern will synthesize Google Analytics data on our website traffic, identify trends and information gaps for key applicant groups, and then amplify our digital programming for outreach to these key groups.
Country	Canada
Agency	Department of State
DoS Office	N/A
Post	OTTAWA
Section	CONS
Number of Interns	1

Project Description

Facilitating legitimate travel into the U.S. while keeping our borders secure is one of Mission Canada's top priorities. Over 95% of the visa applicants interviewed across Canada are non-Canadians, so understanding this complex applicant pool and making sure they get the information they need is crucial.

Data Analysis: The eIntern will work closely with the Visa Team to review analytics about our digital presence to assess applicants' usage patterns, trends on frequently asked questions, and gaps in information.

Public Outreach: The eIntern will then help develop an innovative digital outreach plan that targets critical applicant audiences. These may include international students, refugees, and others. Leveraging social media will help us promote international exchange and make our processes as transparent as possible. Using social media platforms, the eIntern will help design online information sessions and other resources for our customers.

Desired Skills Interests

Skill

Data analysis

Digital media

Statistics

Twitter

excel

Facebook

Google Analytics

Additional Information

Familiarity with Google Analytics, Excel, basic statistics, and social media platforms as outreach/promotional tools. Training in statistics and/or public relations a plus. Passionate about connecting people across continents to promote international exchange. Foreign language skills a plus but not required.

Language Requirements

<u>Language</u>	<u>Speaking Proficiency</u>	<u>Reading Proficiency</u>	<u>Importance</u>
French	No practical proficiency	No practical proficiency	Nice to Have
Chinese-Mandarin	No practical proficiency	No practical proficiency	Nice to Have