

Digital Marketing & Content Creation Summer Student

About PFG Glass Industries

Established in 1990, PFG Glass Industries Ltd. is a family-owned and operated leader in the glass manufacturing industry. Operating from our state-of-the-art 100,000 sq. ft. facility in Langley, BC, we have grown to become one of the largest manufacturers, importers, and distributors of glass products in Western Canada.

Our advanced manufacturing capabilities include tempering, laminating, insulating glass fabrication, CNC machining, and custom architectural glass solutions. We are seeking a creative and motivated student who can help elevate our digital presence through innovative marketing, photography, videography, and content creation.

Summer Position: Digital Marketing & Content Creation Student

Location: Langley, BC

Term: Summer Student Position

Hours: Full-Time (40 hours per week)

Compensation: \$23.00 per hour

Position Overview

PFG Glass is looking for a creative, energetic, and self-driven Digital Marketing & Content Creation Student to support our marketing, branding, recruitment, and communication initiatives.

This role is ideal for someone who enjoys storytelling through video, photography, social media, and digital marketing. You will work directly with company leadership to create engaging content that highlights our people, culture, products, manufacturing processes, and commitment to excellence.

A significant focus of this position will be the creation of professional custom videos that support recruitment, training, customer engagement, and brand awareness initiatives.

Key Responsibilities

Digital Marketing & Social Media

- Develop and execute social media content strategies.
- Create and schedule content for LinkedIn, Facebook, Instagram, and YouTube.
- Monitor engagement and assist with digital marketing campaigns.
- Help maintain and improve PFG's online presence and employer brand.

Custom Video Production

- Plan, storyboard, film, and edit custom videos for various business initiatives.
- Create recruitment and "Why Work at PFG" videos.
- Produce employee spotlight and company culture videos.
- Develop customer-focused product and manufacturing showcase videos.
- Create training and onboarding videos for new employees.
- Produce safety awareness and operational training content.
- Capture drone footage and facility footage where appropriate.
- Add professional graphics, branding, voiceovers, music, and subtitles to completed videos.
- Manage a growing library of video content for future marketing and training purposes.

Photography & Content Creation

- Capture professional photos of employees, equipment, products, and projects.
- Create engaging visual content for marketing and recruitment campaigns.
- Assist in developing promotional materials and presentations.
- Support company branding initiatives through digital content.

Branding & Communications

- Assist with employer branding campaigns.
- Support internal communications and employee engagement initiatives.
- Help ensure brand consistency across all marketing channels.
- Identify creative opportunities to strengthen awareness of the PFG brand.

Qualifications

Education

Currently enrolled in or recently graduated from a program related to:

- Digital Marketing
- Marketing Management
- Communications
- Digital Media
- Graphic Design
- Public Relations
- Film & Video Production

Preferred Skills

- Experience creating and editing professional videos.
- Strong photography and videography skills.
- Knowledge of social media marketing and content creation.
- Experience with Canva, Adobe Creative Suite, Premiere Pro, CapCut, Final Cut Pro, or similar tools.
- Strong written and verbal communication skills.
- Ability to manage projects independently and meet deadlines.
- Creative mindset with a passion for storytelling and branding.

Bonus Qualifications

- Experience with drone videography.
- Motion graphics and animation experience.
- Website content management experience.
- Knowledge of SEO and digital marketing analytics.

What You'll Gain

- Real-world experience creating professional marketing campaigns and custom video productions.
- Direct collaboration with company leadership.
- The opportunity to build a diverse portfolio of marketing, branding, recruitment, and training content.
- Exposure to advanced manufacturing technologies and processes.
- Experience that will stand out on future resumes and portfolios.

Why Join PFG Glass?

This is a unique opportunity to help shape the digital presence of one of Western Canada's leading glass manufacturers. Your work will have a visible impact across recruitment, training, customer engagement, and company branding initiatives.

If you are passionate about digital marketing, videography, content creation, and creative storytelling, we want to hear from you.

Apply today and help us showcase the people, products, and innovation that make PFG Glass an industry leader.