

2022 Good & Well Internship Program

Deadline: Thursday, February 17th, 2022, at 11:59pm EST.

This document includes all the application questions, split into two parts. It was created so you can prepare your responses in advance of submitting your application online. We will **only** review applications submitted through the application Google forms found on our website.

Note: If you **do not** have a Google account and wish to apply, we will accept applications sent to info@goodandwell.ca. Please include the completed application form and a copy of your resume.

The Basics

1. First Name:
2. Last Name:
3. Phone Number:
4. Email:
5. Are you currently enrolled full-time at a post-secondary institution?
6. If you are at a post-secondary institution, please indicate your school below.:
7. Which degree types are you currently pursuing?
8. What program are you currently enrolled in?
9. What year of study are you in?
10. Which other programs have you completed?
11. Do you intend to return to post-secondary school full-time in the fall?

Funding Eligibility Requirements

Age and citizenship requirements may apply depending on funding partners.

1. Are you between the ages of 15 and 30 (inclusive)?
2. Are you a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada?
3. Are you legally entitled to work in Canada?

Inkblot – Marketing Analyst Internship

Please answer the following questions about your qualifications as they pertain to the Marketing Analyst at Inkblot.

Part 1 (a): Must-Haves

Please check off which of the following apply to you:

- Highly effective communication skills (written and verbal)
- Strong interest and connection to the field of Mental Health
- Critical thinking with a growth mindset
- Curiosity and thirst for knowledge. Openness to being challenged in learning new concepts and tactics.
- Comfort switching contexts frequently

Part 1 (b): Good-to-Haves

Please check off which of the following apply to you

- Bilingual: French and English
- Familiarity and experience with executing marketing campaigns, interest in current trends on social platforms
- Marketing analytics experience. Bonus if you're comfortable and familiar with Google Analytics
- Ad platform Experience. Bonus if you're comfortable and familiar with Google Ads, LinkedIn Ads, Facebook Ads, Hubspot or other CRM Experience
- Content creation experience using the Adobe suite of product. Bonus if you're comfortable and familiar with Photoshop (or an equivalent platform).
- E-Mail Marketing Experience. Bonus if you're comfortable and familiar with Mailchimp or an equivalent platforms)
- Sales Experience

- Account Management Experience

Part 2: Application Questions

The following questions will be asked for all positions. Please tailor your response to the partner organization(s) you are applying to work with.

1. What does social impact mean to you? (Maximum 100 words)
2. What will you bring to this role? What do you hope to gain? How does this position fit within your future goals? (Maximum 200 words)
3. Describe a time when you faced a challenge. How did you approach it and what did you learn from that experience? (Maximum 150 words)

And that's it! Thanks again for taking the time to apply.

You'll receive a confirmation email once you click 'Submit' and we'll reach out to book initial phone interviews by **February 28th, 2022**.

Please note that given the volume of applications we anticipate receiving, we are unable to notify applicants who are unsuccessful in securing an interview.