



Marketing Intern

Full-Time Summer Internship
Term: May 9th, 2022 - August 12th, 2022

Inkblot is on a mission to improve the mental health of individuals and organizations by creating innovative and accessible solutions. We are a Toronto-based company focusing on secure video counselling. With Inkblot, individuals can get the help they need when they need it. Uniquely, Inkblot monitors clinical effectiveness and client satisfaction session-to-session. As a company, we're proud of the stability and support that we've provided Canadian and US individuals during these difficult times, from the pandemic to social justice issues. Inkblot has created an engaging and collaborative virtual team environment that is purpose-driven, inclusive and fast-paced.

This internship is being offered as a part of [The Good & Well Internship Program](#). Throughout our summer internship program, Good & Well provides participants with opportunities to work with dynamic, high-potential social ventures as well as to learn from and network with professionals working within the social impact ecosystem in Toronto.

ABOUT THIS ROLE:

The Marketing Intern will have the opportunity to be involved in nurturing and reinforcing the relationship between Inkblot and end-users throughout the full customer lifecycle from prospects in their awareness phase to growing lifetime value with clients. This will be a multi-disciplinary Marketing role engaging several facets of business knowledge needed to strengthen the connection between a company and its multiple end users (B2C, B2B, and B2B2C with a focus on B2B) within a rapidly growing startup environment.

JOB DUTIES

- Support marketing campaign planning and execution.
- Write copy for social media posts, promotional emails, and other marketing collateral.
- Assist in the creation of written, video, and image content for marketing channels.
- Participate in marketing brainstorming and planning sessions.
- Assist in the management of website SEO.
- Take part in formal and informal training and professional development opportunities.
- Measure and report the results of marketing initiatives.
- Develop and reinforce a data driven marketing approach to tasks and activities using Analytics.
- Support other marketing activities to build context around Inkblot's Marketing activities.
- Work collaboratively with cross-functional teams to ensure the best representation of Inkblot to external stakeholders through Marketing channels.
- Strategize new product launches that occur during or after internship

MUST-HAVES

- 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



GOOD-TO-HAVES

- 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

OTHER DETAILS

- \$19.05/hour for 37.5 hours/week
- Business hours are Monday to Friday, 9am-5:30pm EST.
- This role is currently remote

HOW TO APPLY

The application deadline is February 17, 2022, at 11:59PM EST. Learn more about the Good & Well Internship Program and how to apply [here](#).

Please note that applications will be reviewed on a rolling basis and those submitted via other methods will not be reviewed.

Inkblot Therapy is an equal opportunity employer committed to diversity and inclusion. We consider all applicants regardless of race, colour, religion, sex, sexual orientation, gender identity, national origin, age, disability, protected veteran status, and Indigenous status. If you require accommodation during the recruitment and selection process, please let us know. We will work with you to provide as seamless a recruitment experience as possible.