



## **DIGITAL MARKETING INTERN**

Full-Time Summer Internship

Term: May 9<sup>th</sup>, 2022 - August 12<sup>th</sup>, 2022

Ulula is a social enterprise that aims to improve working conditions in mining, manufacturing and agribusiness by sourcing and processing accurate and timely insights directly from workers and communities around the world. Our software and analytics platform connects directly and anonymously with our target stakeholders to obtain honest feedback and create more transparent and responsible supply chains. We have projects across the globe including India, China, Malaysia, Peru, South Africa with clients ranging from NGOs to government departments to household name brands.

### **ABOUT THIS ROLE:**

The successful intern will be working closely with the Ulula Business Development & Marketing team to support the organization and execution of strategic campaigns as well as the creation of corresponding sales and marketing collateral to achieve key marketing KPIs and increase brand awareness among Ulula's global clientele.

### **GOOD & WELL INTERNSHIP PROGRAM**

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.

### **KEY RESPONSIBILITIES**

- Support writing and design of sales and marketing collateral including one-pagers, case studies, blog posts, newsletters, infographics, graphics and visuals for social media, and promotional videos that showcase Ulula's work and impact
- Assist to evolve Ulula's social media presence by creating and scheduling posts regularly and managing outreach
- Support organization, management and execution of strategic Ulula and partner campaigns to achieve key marketing KPIs
- Help to track analytics from campaigns and initiatives across relevant Ulula channels
- Support adoption and maintenance of the Ulula brand and voice within internal team

## MUST-HAVES

- Excellent communication (both written and spoken) and organizational skills
- Ability to work collaboratively within a team and think strategically in a fast-paced environment
- An eye for design to create content and adapt to templates
- Knowledge and familiarity with social media channels and trends (Twitter, LinkedIn, Instagram, Facebook, etc.)
- Some experience with client or external email communication
- Legally entitled to work according to Ontario's legislation and regulations

## GOOD-TO-HAVES

- Experience tracking analytics and comfortable interpreting data from marketing efforts (Google Analytics, Google Data Studio, Hootsuite)
- Ability to take ideas and concepts and execute them as campaigns
- Interest in learning about and managing SEO and paid advertising
- Interest in conducting market and competitor research
- Experience using design tools (especially Canva)

## OTHER DETAILS

- \$19.05/hour for 37.5 hours/week
- Business hours are Monday to Friday, 9am-5:00pm EST.
- This role is currently remote. You may occasionally be required to work at our office located at 317 Adelaide St. West, Toronto.

## HOW TO APPLY

The application deadline is **February 17, 2022, at 11:59 PM 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.

Ulula 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. Our offices are wheelchair accessible.