



GROWTH ANALYST INTERN

Full-Time Summer Internship

May 8 – August 11, 2023

Deadline: Sunday, February 5, 11:59pm Eastern

Have you heard about Everist? We're a brand-new sustainable beauty company created for the eco-optimists of the world. We believe that everyday personal care essentials can (and should) be clean, high-performance and create as little waste as possible. We launched in 2021 with a patent-pending innovation in haircare: waterless shampoo and conditioner concentrates, which have since been named one of Time Magazine's Best Inventions and Fast Company's World Changing Ideas.

Haircare is just the start. We recently launched an award-winning Body Wash Concentrate, and we think every category in beauty and personal care is in need of more solutions that are eco but feel like an upgrade. We're here to prove that eco can be for everyone by making it easier to live more sustainably (and making your hair and skin look amazing in the process).

We want to hear about you!

Do you want to help solve the global plastic-waste crisis and also help build a company focused on the latest and greatest beauty and personal care innovations? Cool, us too. Here's a couple other things we're looking for as we build our team.

- ✦ A passion for sustainability, but planet over perfection – we're a judgement-free zone
- ✦ You love to learn and do the work - we're a start-up, it's all hands on deck
- ✦ You are curious by nature and love to experiment and see what sticks
- ✦ You're into the details, love to analyze data and use it to draw clear conclusions (an art!)
- ✦ You are innovation obsessed – you love to challenge the status quo and you find inspiration everywhere
- ✦ You're a storyteller, community builder and approach things with a 'hacker' mentality
- ✦ You believe in playing fair, transparent communication and loving what you do

ROLE DESCRIPTION

Everist is looking for an analytical and proactive Growth Analyst who has a genuine passion for sustainability and clean beauty. Someone who can dive into the data to help us uncover key insights about our customers to help us overserve their needs. If you would like to contribute to our fast-growing brand and believe that eco is for everyone, we want to hear from you!

You will have a chance to learn in a fast paced, entrepreneurial environment while helping us analyze the business and setup foundational systems including key metric tracking, customer data insights mapping, sales growth opportunity analysis, forecasting, and inventory optimization. You will help us setup the right systems to grow our community of eco-optimists and develop our ESG impact reporting frameworks.

GOOD & WELL INTERNSHIP PROGRAM

This internship is part of the Good & Well Internship Program. Interns will have the opportunity to work at a dynamic, high-potential social enterprise, participate in robust personal and professional development workshops led by social impact leaders, and connect with a community of like-minded peers.

KEY RESPONSIBILITIES

There's a lot to do so we're looking for someone ready to dive right in.

- Support in the development and measurement of key direct-to-consumer metrics including customer acquisition cost (CAC), lifetime value (LTV), repeat rate, return on add spend (ROAS), return on investment (ROI), etc.
- Analyze Shopify key metrics including sales, conversion rate, bounce rates, referrer sources, basket size, etc and report on findings.
- Help setup customer surveys to collect insights and suggest actions as a result.
- Review wholesale channel and identify opportunities to drive sales and improve probability.
- Create reports, analyze and build PowerPoint slides to share financial results and key learnings with stakeholders.
- Setup tools and models for projected financial analysis, ongoing cash flow tracking, sales channel profitability, product margins and working capital reviews.
- Improve on forecasting models to aid in ongoing demand planning and inventory management.
- Support customer segmentation work to understand various customer profiles, replenishment frequency, segment profitability and where to find like-audiences to drive sales.
- Time permitting, opportunity to further develop ESG impact reporting framework both internally and externally.
- Support the wider team with analysis, logistics, and ESG projects.

Must-haves:

- You are currently completing a post-secondary education, preferably with a specialty in finance and/or data analytics.
- Great attention to detail and organizational skills + ability to independently problem solve
- You are an excel wizard who enjoys analyzing data and building models.
- You are comfortable working in various systems including Quickbooks, Shopify and an ERP.
- You're a team player who can work both independently and collaboratively.
- You are proficient with the Microsoft Office Suite and Google Business Suite.
- You have a voice and are comfortable using it. We want to hear all of your ideas.

Good-to-haves:

- You have relevant financial or sales analyst experience.
- Experience with or existing knowledge of Shopify, Quickbooks, Google Analytics, Klaviyo, Facebook Business Manager and Google Ads a bonus

ELIGIBILITY

- Currently enrolled at a post-secondary institution at the second-year undergraduate level and above
- Legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations
- Holds Canadian citizenship, permanent residency status, or refugee status (required by the Government of Canada's Student Work Placement Program, which has historically contributed to G&W internship program wages)

ADDITIONAL DETAILS

- **Compensation:** \$20.50 an hour, 37.5 hours a week
- **Location:** Our team is based in Toronto, although we have a work from anywhere, remote-first culture. Please note that the successful applicant will be expected to attend Good & Well internship workshops in person in Toronto throughout the summer work term.
- **Business hours:** Are generally Monday to Friday, 9am-5:30pm EST, however flexible based on business and personal needs, with an 'as long as the job gets done' schedule.

HOW TO APPLY

Apply via Google Forms: <https://forms.gle/uGUx3to1qRWQJvEB7>.

Application components:

- 1) **Resume** – no longer than two pages
- 2) **Written responses** to the following three questions:
 - a) Describe the world you want to create in one word. Please discuss an experience (completed or ongoing) that demonstrates your commitment to this vision. (Maximum 100 words)
 - b) What will you bring to this role (Growth Analyst at Everist)? What do you hope to gain? (Maximum 200 words)
 - c) Good & Well interns spend up to 20% of their time engaged in personal and professional development workshops and cohort community-building activities. What interests you about this aspect of the program? What do you hope to learn? (Maximum 100 words)

Deadline: Sunday, February 5, 11:59pm Eastern. Applications will be reviewed on a rolling basis.

Shortlisted applicants will be contacted for an interview. No phone calls or emails please.

Everist and Good & Well are equal opportunity employers committed to diversity and inclusion. If you require accommodation during the recruitment and selection process, please let us know at info@goodwell.ca.