



Marketing Marketplace Intern

Full-Time Summer Internship

May 8 – August 11, 2023

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

POWERED BY PEOPLE

PBP's vision is to connect the world to a new creative economy – powered by people.

With team members located across the world, Powered by People (PBP) connects all the dots for independent makers and retailers. Our curated, B2B digital wholesale marketplace partners with diverse makers from more than 50 countries who focus on small-batch production of responsibly made goods. Our innovative tech and financial solutions enable independent brands to easily upload and manufacture their wares, while allowing retail buyers to seamlessly and confidently purchase them.

GOOD & WELL INTERNSHIP PROGRAM

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

ROLE DESCRIPTION

Powered by People is seeking a highly motivated and organized Marketing Intern to join our team for the summer. As a Marketing Intern, you will have the opportunity to work closely with our marketing team and sales teams to assist with a variety of initiatives, including lead generation, social media management, digital marketing campaigns, content creation, and market research.

In this role, you will have the chance to gain hands-on experience in a fast-paced startup environment and contribute to the growth and success of our wholesale global marketplace.

KEY RESPONSIBILITIES

- Act as a Global Citizen
- Assist with market research to identify potential new customers (lead generation)
- Contribute to the development of existing and new marketing campaigns
- Gather data and insights with the marketing team to identify customer needs and trends
- Participate in meetings and brainstorm sessions to contribute ideas and insights
- Other duties as assigned

Good-to-haves:

- General interest in retail space and trends, both B2B & B2C
- Interested in sustainable manufacturing and ethically sourced products
- Has taken a marketing, business, customer management, or data analytics course
- Experience using marketing tools such as Klaviyo, Hubspot, Shopify etc

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
- **Business Hours:** Generally 8:30am-4:30pm ET
- **Location:** This is mainly a remote position, with some in-office. Please note that the successful applicant will be expected to attend Good & Well internship workshops in person in Toronto throughout the summer work term.
- **PBP Toronto office address:** 111 Peter St., Suite 700

HOW TO APPLY

Apply via Google Forms: <https://forms.gle/SgbpWkPftjGuhgQx5>.

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 (Marketing Intern at Powered by People)? 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.

Powered by People 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.