

Client Strategy Intern

Full-Time Summer Internship

May 8 – August 11, 2023

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

We're a determined collective of thirty-two people in Toronto, LA and Boston. We live impactfully. Work strategically. Breathe creativity. And dream endlessly.

As a full-service social impact agency, we've put purpose at the top of the business agenda. We've helped transform corporate reputations with social responsibility campaigns. We've driven profits with sustainability programs.

Our services include: research, strategy, brand and social impact marketing, advertising, design, digital, PR, social media, corporate partnerships, measurement and evaluation, and project management

Our team goes to work every day to help accelerate change in society, helping businesses and organizations become a greater force for good.

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

About the Team

The Client Strategy team at Public gathers and integrates client, market, and consumer analysis with critical thinking to uncover insights that will help clients develop actionable strategies to translate social impact into a compelling consumer/business proposition, and provides the strategic direction and inspiration that will bring these strategies to life through the ideation and execution of Public's Creative, Creative Impact, and Integrated Production teams.

The Role

You will report to one of our Client Strategy Directors and/or Client Strategy Managers and contribute to the day-to-day coordination of client work, as well as conduct secondary research to help inform client projects. Working collaboratively with our Client Strategy team, you will help Public deliver exceptional client work and outcomes.

KEY RESPONSIBILITIES

Account Coordination:

- Contribute to and assist in the preparation of client documents and reports (e.g. project plans, internal briefing documents, presentations, contact/call reports, status reports);

- Arrange and prepare for internal and client meetings;
- Monitor and manage internal project schedules with the assistance of the team; and
- Monitor project budgets and run weekly internal reports to assist the Client Strategy team.

Research & Strategy:

- Contribute to the development of research and questions for client strategy deliverables;
- Conduct secondary research online and by phone with the guidance and supervision of the Client Strategy team;
- Prepare research reports to be shared internally with the Client Strategy team to inform key client, consumer and social impact insights; and
- Conduct client media scans daily to help inform the Client Strategy team.

Who You Are:

You are a confident, organized, well-articulated, and personable self-starter who thrives in a collaborative and informal environment and wants to work with leading brands to make the world a better place.

The ideal candidate **must have:**

- Current or recently completed undergraduate studies in Marketing, Business, or related disciplines
- Highly flexible, detail-oriented worker willing to roll up your sleeves to get the job done
- Self-starter that sees where the need is and takes action
- Strong interpersonal and communication skills
- Collaborative team player
- Efficient and effective at managing your time
- Superior problem-solving skills and an innate curiosity about consumers, social impact issues and the world

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:** This position is currently hybrid. Please note that the successful applicant will be expected to attend Good & Well internship workshops in person in Toronto throughout the summer work term.
- **Public Office:** 26 Soho St. Suite 102, Toronto, ON

HOW TO APPLY

Apply via Google Forms: <https://forms.gle/x4TtnmB8ZABNqj49>.

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 (Client Strategy Intern at Public)? 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.

Public welcomes applications from persons of diverse backgrounds and is an equal opportunity employer. Public is committed to building and fostering a fair and inclusive workplace which values diversity and encourages respect for dignity, beliefs and ideas consistent with the principles outlined in the Ontario Human Rights Code (the “Code”), and the Accessibility for Ontarians with Disabilities Act (AODA). Public recognizes the value of identifying and removing barriers and promoting inclusion in the workplace.

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