



Creative Impact 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 role of the Creative Impact Team at Public is to drive and deliver integrated marketing and communications strategies/activities for our clients and our own business. Informed by key strategic insights, audience data and campaign objectives, we help plan, activate and support the creative campaigns developed by our Creative Team to drive the necessary engagements among target audiences, working to convert consumers/stakeholders to action. If you're the kind of person who's able to translate client objectives into marketing and communications strategies for the digital age, this is the role for you!

The Role

Reporting to the Manager, Creative Impact, and under the supervision of the Director, Creative Impact, you will think across a variety of platforms to help us solve our clients' business needs. With a strong understanding of social and digital channels, (for example, Facebook, Instagram, Tik Tok, Twitter, Snapchat, Email and Web) you will help our broader Creative Team translate creative ideas into executable, memorable marketing moments for the digital world. You are a natural storyteller with astute editorial judgment, an eye for impactful design and a multidisciplinary capability to help drive content creation that gets actionable results. You are capable in the world of paid media and live and breathe the multi-screen, interactive world of today. You stay up to date on the latest trends and have experience

managing multi-channel campaigns for various clients. A self-starter who thrives in a collaborative environment, you want to work with leading brands to address pressing social issues and bring amazing creative ideas to life that help create real-world change.

KEY RESPONSIBILITIES

- With the guidance of the Manager, and in collaboration with the broader Creative Team, you will help strategize, develop, write, and create engaging social media and newsletter content, to help tell our clients' stories and move their audiences to action
- Ideate and help build Organic and Paid social media campaigns and content, as well as assist in the monitoring and reporting of campaign performance
- Be responsible for Channel Management and Community Moderation of various social media channels, both internal and external
- Assist with various digital reporting requirements, including campaign performance reports
- Assist in digital and social listening to help surface client, industry, audience and category history, trends, insights and newsworthy information for action
- Collaborate with the broader Creative Team to help ideate on creative executions/ideas, new channel opportunities, and audience engagement journeys
- Help plan campaigns that use tracking technology, such as tags and pixels, for remarketing purposes, with the ability to assist in set up and analysis to help gauge audience engagement
- Maintain ongoing knowledge of industry trends, technology, and channel updates
- Attend events as needed (industry-related, sponsorship activations, company-specific, etc.)

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**:

- Minimum of 1-3 years of experience working on integrated marketing campaigns, ideally with agency experience
- Experience building marketing communications plans and performance reports, extracting key insights and findings from digital engagement data
- Strong experience using social media advertising platforms, including Meta Business Manager, Google Ad Manager, Snapchat, TikTok, YouTube and others
- Understanding of social media monitoring/publishing tools such as Brandwatch, Hootsuite, Buffer, Spradfast and media listening tools such as Cision/Meltwater
- Excellent writing skills, with a clear understanding of writing for social media and digital platforms (programmatic, web, blog, newsletter, etc)
- Experience using newsletter/email marketing tools such as MailChimp and knowledge of webpage design/maintenance via platforms such as WordPress, Wix, Squarespace, etc, is a plus
- A desire to help make the world a better place and a belief in the power of #ProfitWithPurpose!

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/9nFYdiB4ZgsVVdH76>.

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 (Creative Impact 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.