

THESUS

Marketing Intern

Full-Time Summer Internship

May 8 – August 11, 2023

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

At Thesus, we believe that if we are all more connected to nature, we would be happier and healthier. So, we are committed to making environmentally progressive outdoor footwear that helps people Be Outside.

GOOD & WELL INTERNSHIP PROGRAM

As 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

Thesus is looking for a Marketing Intern to join our team. This role will be responsible for measuring and helping to communicate our impact across our channels via compelling narratives and visuals.

KEY RESPONSIBILITIES

- Assist with weekly reporting across marketing platforms and channels.
- Identify and pitch brand aligned partnership opportunities - including exclusive brand partnerships, product collaborations, ambassadors and events.
- Support Thesus' ambassador and affiliate programs through Shopify Collabs and Avantlink / Share-a-Sale, respectively.
- Maintain strong relationships with current and prospective partners, representing Thesus and ensuring the best experience at every touch point.
- Engage with our community with prompt communication on social media DMs and posts.
- Assist in the curation of weekly social media posts.
- Ideate and create reels on a weekly basis using trending audios / ideas.
- Ideate seasonal marketing campaigns and brainstorm content for all platforms including (Instagram, TikTok, newsletters)
- Support general marketing initiatives and work effectively with cross-functional teams including Product, Marketing, Operations and Finance.

The ideal candidate **must have**:

- An understanding of online marketing including all social media platforms (e.g., Instagram, Twitter, Facebook, TikTok, Pinterest).
- A strong interest in the outdoors, wellness and fashion industries.
- Outstanding written, verbal and interpersonal communication skills.
- Ability to learn quickly and balance multiple projects.

- Ability to create and support delivery of compelling presentations.
- Positive attitude and understand the importance of spending time outside!

Good-to-haves:

- Experience in content creation with knowledge in editing reels.
- Experience building scalable content, campaigns, and/or channels that clearly communicate the brand story.
- Experience working on strategic partnerships at an ecommerce or apparel company.

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 primarily remote. Please note that the successful applicant will be expected to attend Good & Well internship workshops in person in Toronto throughout the summer work term.

HOW TO APPLY

Apply via Google Forms: <https://forms.gle/GrRkxT9MRiMGo8Pr8>.

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 Thesus)? 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.

Thesus 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.