



Digital Marketing Intern

Full-Time Summer Internship

May 8 – August 11, 2023

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

Ulula is a social enterprise that aims to improve working conditions in mining, manufacturing and agribusiness by sourcing and processing accurate and timely insights directly from workers and communities around the world. Our software and analytics platform connects directly and anonymously with our target stakeholders to obtain honest feedback and create more transparent and responsible supply chains. We have projects across the globe including India, China, Malaysia, Peru, South Africa with clients ranging from NGOs to government departments to household name brands.

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

The successful intern will be working closely with the Ulula Business Development & Marketing team to support the organization and execution of strategic campaigns as well as the creation of corresponding sales and marketing collateral to achieve key marketing KPIs and increase brand awareness among Ulula's global clientele.

KEY RESPONSIBILITIES

- Support writing and design of sales and marketing collateral including one-pagers, case studies, blog posts, newsletters, infographics, graphics and visuals for social media, and promotional videos that showcase Ulula's work and impact
- Assist to evolve Ulula's social media presence by creating and scheduling posts regularly and managing outreach
- Support organization, management and execution of strategic Ulula and partner campaigns to achieve key marketing KPIs
- Help to track analytics from campaigns and initiatives across relevant Ulula channels
- Support adoption and maintenance of the Ulula brand and voice within internal team

The ideal candidate **must have**:

- Excellent communication (both written and spoken) and organizational skills
- Ability to work collaboratively within a team and think strategically in a fast-paced environment

- An eye for design to create content and adapt to templates
- Knowledge and familiarity with social media channels and trends (Twitter, LinkedIn, Instagram, Facebook, etc.)
- Some experience with client or external email communication

Good-to-haves:

- Experience tracking analytics and comfortable interpreting data from marketing efforts (Google Analytics, Google Data Studio, Hootsuite)
- Ability to take ideas and concepts and execute them as campaigns
- Interest in learning about and managing SEO and paid advertising
- Interest in conducting market and competitor research
- Experience using design tools (especially Canva)

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. You may occasionally be required to work at our office located at 317 Adelaide St. West, Toronto, ON. 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/3s2rLDFuCMQWV2Tv7>.

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 (Digital Marketing Intern at Ulula)? 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.

Ulula 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.