



SALES & MARKETING INTERN (previously Sales & Education)

Full-Time Summer Internship

May 8 – August 11, 2023

Deadline (extended): Friday, March 31, 11:59pm Eastern

Have you heard about Everist? We're a brand-new sustainable beauty company created for the eco-optimists of the world. We believe that everyday personal care essentials can (and should) be clean, high-performance and create as little waste as possible. We launched in 2021 with a patent-pending innovation in haircare: waterless shampoo and conditioner concentrates, which have since been named one of Time Magazine's Best Inventions and Fast Company's World Changing Ideas.

Haircare is just the start. We recently launched an award-winning Body Wash Concentrate, and we think every category in beauty and personal care is in need of more solutions that are eco but feel like an upgrade. We're here to prove that eco can be for everyone by making it easier to live more sustainably (and making your hair and skin look amazing in the process).

We want to hear about you!

Do you want to help solve the global plastic-waste crisis and also help build a company focused on the latest and greatest beauty and personal care innovations? Cool, us too. Here's a couple other things we're looking for as we build our team.

- ✦ A passion for sustainability, but planet over perfection – we're a judgement-free zone
- ✦ You love to learn and do the work - we're a start-up, it's all hands on deck
- ✦ You are curious by nature and love to experiment and see what sticks
- ✦ You're into the details, love to analyze data and use it to draw clear conclusions (an art!)
- ✦ You are innovation obsessed – you love to challenge the status quo and you find inspiration everywhere
- ✦ You're a storyteller, community builder and approach things with a 'hacker' mentality
- ✦ You believe in playing fair, transparent communication and loving what you do

ROLE DESCRIPTION

Everist is looking for an energetic and strategic Sales & Marketing Intern who has a genuine passion for sustainability and clean beauty. Someone who can learn quickly, is a masterful communicator, and who can seize opportunities for Everist concentrates that lead to growth.

As creators of a first-to-market innovation (shampoo, conditioner and body wash concentrates!) we have had tons of learning in our first years in market and continue to optimize as we grow. Education is an important piece of this growth and this role will dive deep into building out our education and commercial programming, creating educational and community content, finding strategic growth opportunities for the Everist brand and executing on them, and strengthening our relationship with our existing retail partners.

If you would like to contribute to our fast-growing brand and believe that eco is for everyone, we want to hear from you!

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.

KEY RESPONSIBILITIES

There's a lot to do so we're looking for someone ready to dive right in.

- Uncover and lead the charge on commercial opportunities to grow the Everist brand
- Dig deep into the research, data and customer insights to deeply understand our 'eco-optimist' customer, their needs and challenges, and how we can better serve them
- Create written and video content and education for our community to answer these needs
- Support our existing retail partners with tools, education and in-store/event support where needed – share your learnings from these projects back with the Everist team
- Work closely with the growth analyst intern on action plans derived from key brand insights, leading the execution and reporting on results
- Support the product development process by learning the fundamentals of sustainable beauty product development, supporting on key projects, and sharing this 'behind the scenes' look with our broader eco-optimist community
- Help establish our new ESG partnerships, sharing information for reporting, identifying opportunities and action plans and communicating our findings and goals with the Everist community
- Support the wider team with strategic projects, content creation, and in-store and digital sales support

Must-haves

- You are currently completing a post-secondary degree and have a demonstrated passion for sustainability and clean beauty
- You are comfortable outside of your comfort zone and love to jump in and get your hands dirty
- You have sales experience and are comfortable talking with people, asking questions and thinking on the fly. You love to learn about customer behavior, what motivates behavior change and test theories and messaging.
- You have great attention to detail and organizational skills, plus the ability to independently problem solve
- You are experienced in creating content that is engaging and easy to understand – you love to write and you're pretty sure your friends love your TikToks
- You're a team player who can work both independently and collaboratively.
- You are passionate about the Everist mission, product and the purpose behind what we've building
- You are proficient with the Microsoft Office Suite and Google Business Suite.

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:** Our team is based in Toronto, although we have a work from anywhere, remote-first culture. Please note that the successful applicant will be expected to attend Good & Well internship workshops in person in Toronto throughout the summer work term.
- **Business hours:** Are generally Monday to Friday, 9am-5:30pm EST, however flexible based on business and personal needs, with an 'as long as the job gets done' schedule.

HOW TO APPLY

Apply via Google Forms: <https://forms.gle/UTFANtuL9HhD1Yqd9>.

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 (Sales and Education Intern at Everist)? 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 (extended): Friday, March 31, 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.

Everist 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.