



Content & Community Intern at Everist

Good & Well Internship Program | Full-Time Summer Role

Internship Term | May 6 – August 9, 2024

Application Deadline | Monday, March 25, 11:59pm ET

Have you heard about Everist? We're a 15x award-winning clean haircare company on a mission to create the future of beauty. We launched in 2021 with a patent-pending innovation – the first-ever waterless shampoo, conditioner and body wash concentrates, which have since been named one of Time Magazine's Best Inventions and Fast Company's World Changing Ideas. We care a lot about what goes into our products and the impact on the planet that they leave behind. We also care a lot about giving you the fullest, shiniest, healthiest-looking hair of your life thanks to our one-of-a-kind cream-concentrate formulas and their unique benefits for scalp health and healthy hair growth.

We want to hear about you!

Do you want to help contribute to green innovation and also help build a company focused on the latest and greatest hair and beauty formulas? Cool, us too. Here's a couple other things we're looking for as we build our team.

- ✦ 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 create content, and analyze data 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
- ✦ A passion for sustainability, culture and wellness are key, but progress over perfection – we're a judgement-free zone

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 personal and professional development sessions led by social impact leaders, and connect with a community of like-minded peers. Learn more about Good & Well and the internship program: [Program Summary](#).

ROLE DESCRIPTION

Everist is looking for an energetic and strategic Content & Community Intern to take our online storytelling to the next level. We have so much to say and so little time to create the content (and cultivate the communities!) where these stories are told.

This role will report into our Marketing and Customer Experience Coordinator and touch many aspects of the business including social community building (Instagram and TikTok), email marketing, SMS marketing customer experience, ratings and reviews, SEO, PR, graphic design, education, in-person events and of course content creation (a lot of it!).

KEY RESPONSIBILITIES

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

- Support new customer acquisition and retention by rapidly helping build our community of Everists through value-added, engaging content (product, brand and lifestyle)
- Strategize, plan and create the majority of Everist content (visual imagery, graphic, photography, video, educational, TikTok/Reels etc.) and continually assess performance to learn and optimize
- Support digital marketing by creating ad collateral to support new customer acquisition
- Support email marketing (on Klaviyo) by helping craft visually appealing and engaging email newsletters
- Support ecommerce optimization by creating website blog and page content optimized for SEO
- Support product education by helping create and update FAQ flows on email and SMS
- Manage our online community and projects on the Butterly platform
- Shape the look and content strategy of our social channels and bring well-thought out, ambitious plans to grow these channels rapidly (focus IG, TikTok)
- Support the wider team with strategic projects, events and in-store and digital sales support

Must haves:

- You have a demonstrated passion for design, sustainability and clean beauty
- 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 are comfortable in front of the camera and are willing to be featured in Everist content
- You have some graphic design and video editing experience – working knowledge of Canva, InDesign, Photoshop and/or other design software is beneficial
- Knowledge and hands on experience with Klaviyo, Google Analytics, Facebook Business Manager, Google Ads and TikTok Ads a bonus
- You have great attention to detail and organizational skills, plus the ability to independently problem solve
- 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
- You are legally entitled to work according to Ontario's legislation and regulations

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
- Committed to the full internship term (May 6 to August 9, 2024), including a 3-day outdoor retreat
- Committed to attending regular Good & Well sessions in Toronto throughout the internship term

ADDITIONAL INFORMATION

- **Compensation:** \$21.00 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 candidate will be expected to attend regular Good & Well sessions in Downtown Toronto throughout the internship 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/eJ7fStTmrnBbkLj5A>

Deadline: Monday, March 25, 11:59pm ET. Applicants are encouraged to apply early.

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 75 words)
 - b) What will you bring to this role (Content & Community Intern at Everist)? What do you hope to gain? (Maximum 150 words)
 - c) Good & Well interns spend about 15% of their paid time engaged in personal and professional development sessions and cohort bonding activities. What interests you about this aspect of the internship program? What topics or skills would you be interested in learning about and developing? (Maximum 75 words)

- 3) **Creative sample** – Links to your portfolio and/or social media channels that demonstrate your creative style.

Shortlisted applicants will be contacted for an interview. Thank you for your interest.

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 students@goodwell.ca.