



## Sales & Marketing Intern at Grüvi

**Good & Well Internship Program** | Full-Time Summer Role

**Internship Term** | May 6 – August 9, 2024 (with potential to extend into the fall)

**Application Deadline** | Monday, April 8, 2024, 11:59pm ET

Beer and wine can be great, but alcohol isn't always the best choice. That's why we make Grüvi: to help celebrate, connect, or relax when you're not drinking.

We're a small but mighty team of passionate individuals ready to take on new challenges. It's an exciting stage of a young company that's trailblazing a new category, movement, and lifestyle. We're looking for talented people to help us on our mission to normalize alcohol-free social bevs in every setting. Yes, *every* setting.

The team we're building is genuine, supportive & diverse. We're passionate about personal development and each person forging their own path. We believe amazing things can happen when everyone is comfortable being themselves, loves what they're doing and lives their healthiest life (both physically & mentally). We celebrate the wins, learn and grow from the mistakes and make sure we're always having a Grüvi time.

### 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

Are you interested in the Non-Alcoholic beverage category? Have you ever wondered how your favourite restaurant creates its drinks menu? Here are a few expectations we have for our Sales & Marketing Intern:

- Excited about creating a world where non-alc choices & lifestyles are celebrated
- You're a curious person who loves to learn, and gets excited by multiple aspects of business (we're a start-up, it's all hands on deck!)

- A natural extrovert with boundless energy and a love of meeting new people. You'll be client facing, and often the first point of contact potential customers have with the Gruvi brand.
- A strong multi-tasker. You'll be working on multiple projects and supporting the National Business Development Manager with On Premise sales and summer brand activations.

## KEY RESPONSIBILITIES

- Work closely with the Business Development Manager to build the sales funnel and lead the sales cycle focusing primarily on Ontario On-Premise accounts
- Be a brand champion by leading tastings, brand demos and being the face of Gruvi at events
- Work with our Marketing team to help manage our social media platforms (mainly Instagram). This includes:
  - Community engagement
  - Content idea generation
  - Content creation: Filming, editing and posting engaging reels on social platforms

The ideal candidate **must have**:

- Be comfortable talking with and meeting new people, asking questions, and thinking on the fly. You want to learn about customers' behaviours and what motivates buyers.
- Have your own vehicle or use of a vehicle (mileage reimbursed)
- Strong communication and interpersonal skills
- Entrepreneurial, motivated, and competitive
- Ability to use creative problem-solving skills and quickly adapt to changing environments
- Great attention to detail and organization skills
- Ability to work both independently and collaboratively
- Experience in Hospitality a bonus (serving, bartending, etc.)

## 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 development sessions in Toronto throughout the internship term

## ADDITIONAL INFORMATION

- **Compensation:** \$21.00 an hour, 37.5 hours a week

- **Location:** Primarily remote/in field, however, please note that the successful candidate will be expected to attend regular Good & Well sessions in Downtown Toronto throughout the internship term.

## HOW TO APPLY

Apply via Google Forms: <https://forms.gle/Dw1MPQL662VrJFEH7>

**Deadline: Monday, April 8, 2024, 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 (Sales & Marketing Intern at Grüvi)? 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)

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

*Grüvi 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](mailto:students@goodwell.ca).*