



MARKETING & CUSTOMER SUPPORT INTERN

Full-Time Summer Internship

Term: May 6th 2019 - August 23rd 2019

About Lucky Iron Fish Enterprise (LIFE)

LIFE has created a small iron cooking tool, in the shape of a fish, that infuses meals with a healthy amount of natural iron to help prevent and address iron deficiency and anemia. Iron deficiency is the world's largest micronutrient challenge, negatively impacting the lives of over 2 billion people around the world. The Lucky Iron Fish is simple to use and provides a natural source of iron that's clinically proven and safe to use. As a BCorp, impact is at the core of what we do. LIFE has a Buy One Give One model: for each fish purchased online, LIFE commits to donating one to a community in need.

About the Position

As the **Marketing & Customer Support Intern**, you will execute on day-to-day marketing activities across all sales channels with a focus on graphic design and content development. In addition, you'll provide excellent and consistent customer service, and use data, tools and technology to increase effectiveness and efficiency across multiple platforms, including email, website, and social channels.

As a part of this internship, the successful applicant will also participate in workshops, networking sessions and Lunch & Learns with Good & Well - a Toronto-based impact investment firm - alongside interns from several other social purpose businesses.

About the Position

- **Marketing & Design Support (70%):**
 - Develop content, design projects and update existing marketing collateral, such as sell sheets, price lists, brochures, images and presentation decks.
 - Provide support for online content development, postings, blog posts, emails, newsletters and other activities, as needed by the marketing team.
 - Organize the photo library and marketing collateral files.
 - Participate in LIFE marketing events.
- **Customer Service (30%):**
 - Help to ensure an excellent experience for potential and current customers.
 - Monitor the LIFE general inquiry email account, Zendesk and social channels.

- Respond to inquiries, troubleshoot issues, and review and prioritize opportunities for follow-up. Follow-up can include connecting directly with the individual or group or referring to another team member as required.

Must-Haves

- Currently pursuing a degree in design, marketing, communications/PR, and/or a business-related field and intending to return to school after the internship.
- Graphic design skills and experience. Specifically, working knowledge of InDesign, AdobePro or other design software is required.
- Strong written communication skills.
- Ability to work on several projects at a time and switch between tasks quickly.
- Interest in learning about social enterprise.
- Be between the ages of 15 and 30 (inclusive) at the time of intake/selection.
- Be a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada.
- Be legally entitled to work according to Ontario's legislation and regulations.

Good-to-Haves

- Website design and/or management experience.
- Previous experience in a customer service role and with ZenDesk.
- Experience working in an office.

Pay / Hours

- \$15/hour for 37.5 hours/week
- Business hours are Monday to Friday, 9am-5pm

Application Instructions

Apply online via our application portal <<https://goodandwell.typeform.com/to/DUaljF>> and include the following:

- Resume
- Cover Letter addressed to Tania Framst, including answers to the following questions:
 - What do you hope to gain from the internship?
 - Why are you interested in social enterprise?

Application Deadline: February 7, 2019 at 11:59pm (extended).

Applications submitted via other methods will **not** be reviewed.

Lucky Iron Fish Enterprise is an equal opportunity employer committed to diversity and inclusion. We consider all applicants regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, protected veteran status, and Indigenous status.