

PUBLIC Inc.

50 Wellington Street East, Suite 400
Toronto, Ontario, Canada M5E 1C8
publicinc.com
416.782.2220

PROFIT WITH PURPOSE



Summer Internship Program Creative & Copy Interns

About Public

Public Inc. is Canada's leading social impact marketing agency helping brands profit with purpose.

We are looking for two Creative/Copy Interns to participate in our Summer Internship Program.

The successful candidates will report to the Chief Creative Officer and/or Creative Directors, where your role is to develop and execute integrated creative campaigns and content for our clients' target audience(s) against our "profit with purpose" thesis that delivers both business and social/community benefit.

In this context, you will research, conceptualize, write, pitch, design, execute and help sell our creative product. You will be expected to contribute across a breadth of work from multi-channel campaigns, product/platform design, branding, and social assets. You will be expected to work independently and as a team, as needed or directed.

Success for the Creative & Copy Intern is ultimately measured by the extent to which the creative concepts, copy and campaigns developed help our clients realize their desired business and social impact objectives and drive the desired action(s) and results.

As a part of this internship, you 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.

This position is partially funded by the United Nations Association of Canada through the Green Spaces Program <<http://unac.org/green-spaces/>>, which is supported by the Government of Canada as a part of the Youth Employment Strategy.

Key Responsibilities

As a Creative or Copy Intern, you will actively learn from members of the Creative Team and the broader Public team to:

- Develop and deliver exceptional creative & copy assets, particularly in your relevant field(s) of creative expertise.
- Develop your skills and experience across a spectrum of creative disciplines, in addition to continuing to hone your capabilities and technical skill in your primary field of expertise.
- Contribute to creative ideation across all phases of our client engagements.
- Develop creative concepts designed to meet client business and social impact objectives, and be prepared to communicate the logic/approach behind these ideas (e.g., fit with defined strategy & objectives, ability to execute effectively within defined time/budget or other constraints, etc.)
- Design and execute exceptional creative work in a timely manner that consistently meets or exceeds both client and internal expectations.

The successful candidate must:

- Be currently completing or have recently completed undergraduate studies in advertising, design, and/or copywriting.
- Be proficient in Adobe InDesign/Photoshop/Illustrator (if applying for Art Direction/Design position). Proficiency in Animation (i.e. AfterEffects), Video Editing (i.e. Premiere/Final Cut Pro) or 3D modelling software is considered a plus.

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- Have an online creative portfolio of work.
- Be currently enrolled at a post-secondary institution and intending to return to school post-internship.
- Be between the ages of 15 and 30 (inclusive) at the time of intake/selection, as per the UNAC Green Spaces wage subsidy program requirements <<http://unac.org/green-spaces/>>.
- 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.

Other Details:

- Internship Dates: May 6th – August 23rd, 2019.
- Rate of pay: \$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/EnRHge>> and include the following:

- Resumé with link to online portfolio
- A cover letter (one page only) including answers to the following questions:
 - What will you bring to the internship?
 - What do you hope to gain from the internship?
 - What does social impact mean to you?
 - Describe a time when you faced a challenge. How did you approach it and what did you learn from that experience?

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

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

About Public Inc.

Public is a leading social impact agency. We believe that purpose - a meaningful and focused commitment to creating social and community impact - will be a powerful driver in accelerating, amplifying and differentiating successful 21st-century businesses; that integrating purpose into their brand, business and marketing strategies creates a "sticky factor" that will play an increasingly pivotal role in attracting & retaining the next generation of consumers and employees.

And more broadly that we can, and must, move increasingly toward a "purpose economy" where businesses, nonprofits, governments and consumers behave in ways that are as good for the world, and for those people and communities around them, as they are for themselves. True "profit with purpose". Learn more at publicinc.com

PUBLIC welcomes applications from persons of diverse backgrounds and is an equal opportunity employer. PUBLIC is committed to building and fostering a fair and inclusive workplace which values diversity and encourages respect for dignity, beliefs and ideas consistent with the principles outlined in the Ontario Human Rights Code (the "Code"), and the Accessibility for Ontarians with Disabilities Act (AODA). PUBLIC recognizes the value of identifying and removing barriers and promoting inclusion in the workplace.