

PUBLIC INC.

50 Wellington Street East, Suite 400
Toronto, Ontario, Canada M5E 1C7
publicinc.com
416.782.2220

PROFIT WITH PURPOSE



Summer Internship Program Engagement Intern

About Public

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

We are looking for an Engagement Intern to participate in our Summer Internship Program. You are a confident, organized, and personable self-starter who thrives in a collaborative and informal environment and wants to work with leading brands to make the world a better place.

Reporting to the Engagement Lead, you will work collaboratively with our Engagement team, and help Public deliver exceptional client work and outcomes, with a focus on Integrated Marketing, Social Media, and Communications/Public Relations.

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:

You will provide support to the Engagement team to help them deliver:

- Integrated marketing and communications strategies, plans, and activities aligned with clients' key business objectives;
- Social media plans and content creative;
- Community management and moderation;
- Media relations, public relations, event planning and execution; and
- KPI reporting and analysis, measuring success against client deliverables.

The successful candidate will have the following attributes:

- Current or recently completed undergraduate studies (Advertising, Marketing, Business, or related disciplines preferred but not required);
- Strong communications skills (written, verbal, design);
- Organizational, planning, and problem-solving skills;
- A passion for all things digital and media related;
- A strong desire to make a social impact and do good;
- A minimum of three years of post-secondary school education, current full-time enrollment in a post-secondary institution and intending to return to school post-internship;
- Is 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/>>;
- Is a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada; and

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- Is legally entitled to work according to Ontario's legislation and regulations.

In addition, you:

- Think ahead and take initiative;
- Identify and communicate problems as they arise;
- Are efficient and know how to manage your time;
- Are curious to learn new things; and
- Enjoy working in a collaborative environment.

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/TmzQHG>> and include the following:

- Resumé
- A cover letter (under two pages) 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

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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.