



MARKETING INTERN

Full-Time Summer Internship

Term: May 6th 2019 - August 23rd 2019

Ulula connects businesses, workers, communities and governments to de-risk operations and create value across global supply chains. Through its supply chain management technology, Ulula helps its clients listen to workers and communities across their operations and supply chains, prevent risks with cost-effective feedback and case management systems, and empower stakeholders throughout entire supply chains.

Ulula is seeking a **Marketing Intern** to develop and execute on a social media marketing strategy, to assist in generating the Ulula newsletter, to and support the relaunch of our website.

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.

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

- Develop a social media marketing strategy for all social media channels, including Facebook, LinkedIn, Twitter and other platforms.
- Generate marketing content from aggregated data from the Ulula platform, including both copy and graphics.
- Maintain all social media channels on an ongoing basis.
- Track social media marketing analytics, report on performance and recommend strategic adjustments as needed.
- Assist in the reboot of the Ulula website, including building out webpages, transferring existing content, and generating additional content.

Must-Haves

- A passion for marketing and an interest in keeping up with digital and social media marketing strategies and tools.
- Excellent copy writing skills.
- A high degree of creativity and an eye for graphic design.
- An in-depth understanding of and experience with a variety of social media platforms, such as Facebook, LinkedIn, and Twitter.
- Superior attention to detail and strong organization skills.
- The ability to multi-task and meet deadlines.
- Values alignment with Ulula's mission.
- Currently enrolled in university full-time and intending to return after the internship.
- Be between the ages of 15 and 30 (inclusive) at the time of intake/selection, as per the [UNAC Green Spaces](http://unac.org/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.

Good-to-Haves

- Currently pursuing a degree in marketing, business or a related field.
- Exposure to and comfort with academic research and data analytics at the university level.
- Experience distilling high-level research and/or data into easily understood marketing content.
- Proficiency with graphic design tools, such as Adobe Photoshop, Illustrator, and InDesign.
- Experience in social media marketing.
- Experience with MailChimp.
- Experience with WordPress.
- Experience with Google Analytics and social media platform insights.

Pay / Hours

- \$15/hour for 37.5 hours/week
- Business hours are Monday to Friday, 9am-5pm.
- The successful candidate will be working out of Ulula's Toronto offices.

Application Instructions

Apply online via our application portal <<https://goodandwell.typeform.com/to/pVH2ve>> and include the following:

- Resume
- A cover letter 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?
- Optional: Links to a creative portfolio and/or any public social media accounts that you managed and/or generated content for, including the time frame and the capacities in which you contributed to its growth.
- Optional: A university level research paper you have written or contributed to, which ideally utilized data to support its findings.

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

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

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