Internship Position Description

Job Title: Digital Marketing & Communications Intern (2 positions available)

Reports to: CEO

Company & Location: Inner Glow Superfoods Inc., Toronto HQ (remote working options available)

Job Type: Unpaid Internship

Hours: 10-15 hours per week, 4 month (~12 weeks), 8 month (~24 weeks), and 12 month (~36 weeks) options available, hours negotiable

Start Date: September 5, 2019 (tentative)

Perks: Free açaí product, monthly team lunches and socials, honorarium provided

Inner Glow Superfoods provides sustainably sourced, organic açaí purée from the Amazon region of Brazil to Canadians. Our product is packed with vitamins, minerals and nutrients and is naturally sugar free, making it the perfect fruit addition to healthy, low carb/keto/paleo/vegan/etc recipes. Our premium quality, low carb superfruit spurs innovative and nutritious food consumption and can help to improve the health of Canadians as a result. As the company looks to increase awareness of our main product from a health/wellness and a sustainable development perspective, we are looking for a driven and ambitious individual who is motivated to learn and pursue a career in wellness product marketing.

The Digital Marketing & Communications Intern will support the CEO in the development, coordination, and implementation of digital marketing and communications activities. This includes drafting content associated with company’s product and values, liaising with peers and CEO to coordinate efficient posting schedules, promoting content across all networks, and incorporating e-marketing/other digital marketing strategies to drive brand recognition across various sales channels. This is an opportunity to work with the CEO as lead on digital marketing whilst gaining insight into the opportunities and challenges of a start-up business in Toronto.

Your Role at Inner Glow Superfoods Inc:

Marketing & communications:

- Help to develop marketing strategy/campaign for the launch of our B2C product, consistent with our health & wellness/social enterprise branding;
- Assist with marketing efforts for our B2B sales to food service and food manufacturing clients;
- Help to execute these marketing strategies/campaigns;
- Develop social media posts/text, and assist in promotion of social media content developed by colleagues;
- Lead on social media content calendar and posting of content on all channels;
- Lead on social media engagement, expanding and maintaining relationships with target market;
- Develop various promotional materials (brochures, sell sheets, etc) using digital programmes like canva.com;
- Help with filming & editing video content for promotional materials;
- Outreach to influencers/other strategic partners and execute creative cross promotion projects;
- Assist with email marketing campaigns (regular newsletters) & email collection efforts;
- Track search engine optimization (SEO) targets and changes over time, providing recommendations for improvements as required;
Outreach and events:
- Participate in local community groups / networking forums to gather insight, contribute/add value to our community and promote our product when possible;
- Research public relations opportunities to promote content across public channels (ie; startup internet sites, local magazines, newspapers, tv programs, etc.);
- Regularly communicate key insight from engagement efforts with CEO and the rest of the team;
- Outreach to potential clients/customers to indirectly promote the company’s mission, values and product.

Required Skills & Qualifications:
- Currently enrolled in university/college programme with a concentration in marketing, communications, advertising, journalism or other related field;
- Understanding of social media platforms and their marketing best practices;
- Marketing, promoting, relationship building skills;
- Desire to get hands on work experience and be consistently challenged;
- Self-motivated with the ability to work well both independently and on a team to drive results;
- Exceptional verbal, written and interpersonal communication skills with the ability to clearly and concisely articulate company values/mission/product, to carry out instructions and instruct others, to generate public facing correspondence.

Bonus Skills & Qualifications:
- Previous experience developing digital content for commercial/promotional purposes;
- Interest in food/health/wellness and/or sustainable development;
- Bilingual French is considered an asset.

Learning Objectives
The internship is intended to give the candidate the opportunity to learn and gather skills in marketing and communications through participating in strategy sessions and direct experience with marketing and communications efforts such as managing social media posts/engagement and leading on e-marketing. We are a small team and the candidate would work closely with the CEO, business mentors/advisors and the rest of the team to gain valuable working experience in their field.

Application Instructions:
- If interested please send your resume and a short description on why you want to work with us to info@innerglowsuperfoods.ca.
- We’d like to sincerely thank all applicants for your expressed interest in working with us; however only those selected for an interview will be contacted.
- Inner Glow Superfoods is an equal opportunity employer. We encourage all qualified candidates to apply for this role.

Applications will be accepted on a rolling bases until the position has been filled, so we encourage you to send in your application as soon as possible.