

Company Profile:

Driftscape (www.driftscape.com) is an early stage startup with a small team working between Toronto and Waterloo.

Driftscape lets you explore your city in a whole new way. Wherever you are, you'll have diverse perspectives from local experts at your fingertips. We provide a platform via our mobile app for local cultural organizations to share site-specific content, so that you can see it all in one place.

Our mission is to support local cultural organizations and to amplify local voices.

Why work at Driftscape?

- Be part of a growing startup company - excellent career growth opportunity
- We're a passionate mission-focused team
- Flexible schedule and ability to work remotely, approximately 50% of the time
- Get to go on adventures in Toronto and become an explorer
- You get to learn fun facts about Toronto (Great way to break the ice in awkward social settings!)
- Learn new skills from different work areas (as a growing startup our team members wear many hats)
- Occasional lunch parties with the team

Job Title:	Marketing Associate	Job Category:	Marketing
Location:	Toronto	Travel Required:	Minimum
Level/Salary Range:	\$16.50/hr	Position Type:	Internship/Co-op opportunity
Contact Person:	Pooja Chitnis	Work hours:	40 hours a week

Applications Accepted By:

EMAIL:

marketing@driftscape.com

Subject Line: Application: Marketing Associate

Job Description

ROLE AND RESPONSIBILITIES

- Assist in lead generation, document and report on research results
- Reach out to promotional leads through cold calling
- Coordinate marketing effort with team members and other departments
- Analyze market potential
- Attend related events or networking sessions to identify potential partnership opportunities
- Assist in creating marketing reports and presentations for customers
- Supporting the overall operations of the Digital, Marketing & Communications
- Perform other relevant duties as assigned

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Currently enrolled in a post-secondary program in sales, communications, marketing and/or related fields.
- Excellent verbal and written communication skills
- Skilled at writing marketing copy
- Able to produce marketing graphics (using photoshop or similar)
- Knowledge of Microsoft tools and Google GSuite/Documents
- Team player
- Ability to work in a self-directed environment

PREFERRED SKILLS

- Familiarity with cloud based marketing and sales tools, such as Hubspot, GSuite or Salesforce
- Highly motivated and target driven
- Excellent selling, communication and negotiation skills
- Prioritizing, time management and organizational skills
- Ability to create and deliver presentations tailored to the audience needs
- Relationship management skills and openness to feedback