

## **The Role**

We are expanding our marketing team! If you are a creative, energetic, hardworking, and passionate marketer who is excited by the opportunity to work for a growing startup - this role is for you! In this important role you will have the chance to develop your skills further while assisting Driftscape's marketing team in sharing our brand story across the right channels at the right time - driving engagement and awareness for the company. You'll also have the chance to learn about the amazing sites, stories and hidden gems there are to explore like the tunnels of Moose Jaw or the aqua blue lakes in the Interlake region! Experience marketing in an exciting new social enterprise that is making exploration and discovery easier and more engaging for users, communities and tourists.

## **Company Profile:**

Driftscape is a Canadian startup whose core product is a digital discovery platform.. Our customers are municipalities, tourism organizations, and unique cultural groups who share their stories in an interactive and engaging fashion to a growing base of active users.

For users, the app is a free personal guide that helps them explore their surroundings. The app also helps users discover places of interest, events, and tours from a growing list of content partners.

Available on iOS and Android devices and the web, Driftscape is an ad-free platform dedicated to making local culture easier to discover. There are currently over 70 organizations using the app to share their stories and over 7000 points of interest, events, and tours across Canada.

## **Driftscape Team:**

Our team comprises a group of experienced professionals that aim to drive growth, both for the company as well as for each team member. We believe in teamwork, transparency, innovation and constantly strive towards excellence. There is never a dull day at Driftscape!

## **Why work at Driftscape?**

- Be part of a growing startup company - excellent career growth opportunity
- We're a passionate mission-focused team
- Work remotely from home
- Learn fun facts that help you increase your general knowledge about Canada + help you break the ice in an awkward social setting, and become an explorer
- Learn new skills from different work areas (as a growing startup our team members wear many hats )

<b>Job Title:</b>	Creative Associate	<b>Job Category:</b>	Marketing
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TOUR. EXPLORE. DISCOVER.

<b>Location:</b>	Guelph/Remote	<b>Travel Required:</b>	Minimum
<b>Level/Salary Range:</b>	\$45,000 base	<b>Position Type:</b>	Full time
<b>Contact Person:</b>	Pooja Chitnis	<b>Work hours:</b>	40 hours a week

Applications Accepted By:

EMAIL: [MARKETING@DRIFTSCAPE.COM](mailto:MARKETING@DRIFTSCAPE.COM)

Subject Line: Application: Creative Associate

Job Description

#### **ROLE AND RESPONSIBILITIES**

- Assist in day-to-day Driftscape brand visibility and promotion activities
- Create and manage Driftscape social media presence
- Design Unique campaigns to help drive app downloads
- Aid in the conceptualization and creation of graphic and video content by leveraging relevant software (Adobe Creative Suite etc)
- Assist in curation, creation and management of specific content within the Driftscape app
- Coordinate marketing and sales effort with team members and other departments
- Assist in market research and create marketing reports/presentations for customers
- Support the overall Digital Marketing & Communications operations
- Perform other relevant duties as assigned

#### **QUALIFICATIONS AND SKILLS**

- Minimum 1 year of experience as a marketer
- Working knowledge of creative tools (Adobe Creative Suite, Promo Video Maker, Canva, etc.)
- Excellent verbal and written communication skills
- Knowledge of Microsoft tools and Google GSuite/Documents
- Comfortable creating short videos and graphics
- A keen eye for aesthetics and details
- Flexible, team player
- Ability to work in a self-directed environment, remotely from home
- A related university or college degree in Arts or Marketing

#### **PREFERRED SKILLS**

- Familiarity with cloud based marketing and sales tools, such as Hubspot, etc.
- Highly motivated and target driven
- Prioritizing, time management and organizational skills
- Ability to create and deliver presentations tailored to the audience needs
- Relationship management skills and openness to feedback