

Job Description

Position: Digital Marketing Intern

Organization: RADIUS / First Nations Tech Council (FNTC) Internship Program

Salary: \$21.90/hr, 37.5hrs/week (full-time) over 8 weeks

Contract dates: May 6, 2019 to June 28, 2019

Location: Charles Chang Innovation Centre at 200-308 West Hastings St., or local venture office.

Application deadline: April 8, 2019

RADIUS

[RADIUS](#) is a social innovation hub based out of SFU's Beedie School of Business. We are located in the heart of downtown Vancouver in the Charles Chang Innovation Centre. At RADIUS, we believe an economy that works for everyone is one that is just, inclusive, resilient and sustainable. To enact social change, we nurture radical ideas into useful solutions. Along the way, we learn by doing, and equip aspiring changemakers to drive economic transformation.

We are looking for a Digital Marketing intern to work with Restore Human, one of our Health Promotion Slingshot Accelerator ventures. In our internship model, we match interns with our health promotion ventures to build the skills of the interns, and to provide entrepreneurs with extra support.

JOB DESCRIPTION

Restore Human is addressing the alarming lack of healthy movement and movement intelligence in our modern urbanized world. Through educational courses, private coaching, and equipment design Restore Human is empowering and educating people towards physical freedom and adventure. Operating since 2016, the team at Restore Human has taught internationally and has a physical 1600sq ft studio location in Kitsilano (3574 West 4th ave). By connecting humans with nature and movement, Restore Human hopes to be a force multiplier in promoting conservation, rejuvenation and resilience building for people and planet.

Restore Human is launching HikeFit, an at-home fitness solution that partners equipment and an app to help more people get and stay healthy. As this is a new project with a new target audience, the owner is seeking assistance with developing their marketing plan. Assistance from student consultants with the appropriate skill set would greatly aid their efforts.

Duties and Responsibilities

- Research and help plan a multistage marketing push for HikeFit that includes strategies for build-up, potential crowdfunding, launching and continued efforts
- Refine customer segmentation and developing a messaging matrix for those customers
- Assist in the development of content creation and content strategy, i.e.. creating social media content/stories, checking copy for web content, simple editing of video material for A-B testing, testing assumptions on what keywords/headlines our customers respond to etc.
- Run paid advertising through Google Ads, and Facebook - including A-B testing for creative, demographics, etc.
- Develop an SEO plan to maximize website and social media traffic
- Assist/establish contacts with 'HikeFit' influencers and potential digital marketing partnerships

Qualifications

- Must be a recent graduate of FNTC's Bridging to Technology program
- Must be at least 19 years of age
- Must be self-motivated and a self-starter
- Ability to work remotely
- Must be a self-starter and self-motivated
- Experience with social media marketing (Facebook, Instagram)
- Experience with other digital marketing (SEO, Google Analytics, Google Adwords, blog content creation, and youtube)
- Experience with target audience interviewing/surveying
- Experience with tools like Indesign, Illustrator, Photoshop, Finalcut
- Excellent communication, organization, and time management skills

HOW TO APPLY

Please send your cover letter and resume to Khayla Almonte-Davila, Office and Special Projects Coordinator, RADIUS, at kalmonte-davila@radiusfsu.com. Subject line should say FNTC UX Intern Application - [first name][last name] e.g. FNTC UX Intern Application - Khayla Almonte-Davila

RADIUS strives to build a team that reflects the diversity of the communities we work in, and encourages applications from traditionally underrepresented groups such as women, visible minorities, First Nations, people identifying as LGBTQ2, and people with disabilities.

We will be in touch with you for an interview if your application is selected. We look forward to hearing from you.

Application deadline: April 8, 2019