



Marketing Internship

EstateBox is a comprehensive life and legacy planning platform that leverages a user-friendly process to create a virtual "box" that contains the key details and documents that relate to your estate. Estatebox's life planning features keep users up-to-date on important documents (like passports and driver's licenses) and our legacy planning features will ensure loved ones have immediate access to important documents (like wills or banking contacts) in the event of a user's passing.

Diversity, inclusion and belonging are deeply rooted in the principle values of EstateBox and, as such, we believe in hiring employees regardless of race, religion, colour, national origin, gender expression or identity, sexual orientation, age, marital status, or disability status. We are committed to providing an accessible candidate experience - if you need any accommodations or adjustments throughout the interview process and beyond, please let us know.

We are seeking a driven, self-motivated, creative, enthusiast who will assist us with our launch strategy. This person will be involved in all levels of our launch- from beta to full-blown marketing pushes and will assist with conceptualizing, planning and executing our digital communications while learning from experienced leaders in this area. This role will be a self-driven position with endless opportunity to gain hands on experience and expand our marketing presence while working closely with our CEO and VP, Marketing.

Duties/responsibilities

- Strategizing, planning, creating and scheduling launch-related digital content for our social media platforms including facebook, instagram, linkedin, youtube and pinterest.
- Creating and managing digital communications including website updates, newsletters and social posts related to our launch.
- Managing digital technologies and software integrations.
- Creating a variety of digital based content including email campaigns, blogs, stories, posts, videos, tutorials, etc.
- Managing and engaging comments from our FB launch community and eventually EB FB community (post launch).
- Managing current relationships with industry influencers and partners, as well as engaging in new relationships with influencers to optimize our community.

Knowledge/skills

All skills listed are ideal, but we appreciate students may not have the full skillset listed below.

- Hands-on learner, no job too big or too small. Not afraid to dive in, make suggestions and learn on the go.
- Strong writing and communication skills.
- Exceptional project management and organizational skills.
- Ability to work independently and with a team.
- Current with the latest social media (FB, LI, Twitter, Pinterest, Instagram, YouTube) platforms and can easily navigate and troubleshoot.
- Ideally have some experience in marketing, social media management, or content management.
- Track, measure and analyze all initiatives to report on results (ROI).
- Constantly review and optimizing web & SEO strategies.
- Displays a strong knowledge base of how best to engage customers through social media platforms.
- Inspired by entrepreneurship and eager to help business grow through digital content management.
- Demonstrates the ability to multi-task by wearing many marketing hats and jumping in where needed to support the growth and success of EstateBox's business goals and initiatives.

Requirements

- Completed or currently in a post-secondary program in business, marketing, design, digital communications or related field
- Proficient with Google Docs, PPT and Canva
- Strong analytics and quantitative skills

Work Environment

EstateBox has been incorporated for under one year. As a young start-up, we are strongly committed to hard work, creativity, and having fun while producing results. Furthermore, there are opportunities to develop materials and work on projects depending on your interests. As a small team, you will have the opportunity to work closely with our CEO and VP, Marketing.

This position will be remotely based. We communicate primarily over Slack, email and Google Meet.

Position Details

- 35 hours/wk
- \$18-20 per hour
- Number of roles available: 1
- Please note this position is dependent on grant funding
- To apply, please email your cover letter and resume in one PDF file to info@estatebox.ca