



Position : Internship - Digital Account Manager

Company : Grey-box.ca

Location : Montreal / remote

Salary : 30 \$ / h

Status : Internship

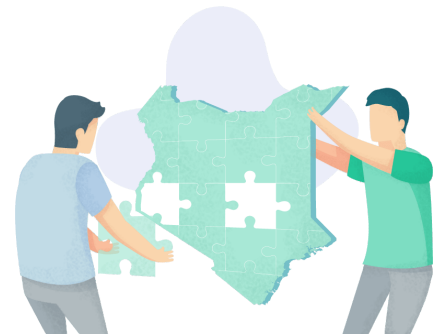
Schedule : Full time, flexible

Expected entry date : Flexible

Description of the company

Grey-box is a social innovation startup. Its main product, Uni, provides wireless access to digital resources (such as Wikipedia, Khan academy, several MOOC-type online courses, medical databases) in areas where access to the internet or to electricity is unreliable.

While 50% of the world's population is not connected - and the COVID-19 situation is exacerbating these inequalities - our team is working on an accessible product (portable, energy efficient, climate resistant and, above all, less than 100 \$ the unit) which allows anyone to connect to these essential resources for their development and autonomy.



Grey-box is a graduate of District 3 Innovation Center - and won the award for best business model across all cohorts (a first for a social innovation startup). Grey-box is a nonprofit structured under the principle of mobile-first and remote-first. Diversity is not only encouraged, it is an integral part of the strength of the team and its projects.

Description of your role

Our team is looking for a digital account manager that wants to help launch a new product in the social innovation space. The initial market are Non-Governmental Organizations (NGOs) and local community leaders who operate in remote and isolated areas and who need access to digital content and educational resources. Your work will require the best practices in terms of communication, brand identity, promotion and community management in order. Your work will build the bases for our sales and marketing strategy of our young startup - and your work will directly help us reach remote communities in accordance with United Nations Sustainable Development Goals (UN's SDG).

The internship involves certain tasks such as:

- Engage our network of partners and potential participants in impact projects

- Get the service brand up and running to create and stabilize revenue generation for the consultancy branch of Grey-Box
- Design and put into action growth hacking campaigns to increase exposure of Grey-Box and company events and initiatives
- Digital event and live content production and coordination internally as well as on a consulting basis for Grey-Box clients
- Create an engaging storytelling strategy and develop written content that connects our mission, our communication objectives and our work
- Engage our partners in conversations to write case studies and engaging digital content that showcases strategies used by our community to advance impact management and the SDGs (blog, articles in magazines, etc.)
- Produce and curate content and visual assets for social media
- Create a marketing strategy and support the team in their marketing and outreach efforts

Training will also be provided for the following tasks:

- Coordinate efforts with the team in charge of Google Analytics and Google Ads;
- Developing branding assets by using tools such as Canva and Lightroom;
- Implementing digital fundraising campaigns to help Grey-box meet its fundraising goals
- Integrate with components with the SDG framework
- Creation of impact assessment tracking tools and visualization
- Document the process and provide recommendations for future integrations

Requirements

- You know how to communicate clearly orally and in writing (with clients and colleagues)
- You are proactive and honest (#nobullshit)
- Demonstrates creative and innovative problem solving
- Experienced wordsmith and written content creator
- Experience in creating PDF, web, email, and social media visual assets
- Experience in marketing and sales coordination
- You have experience with social media platforms, notably Instagram, LinkedIn and Facebook;
- You enjoy working on multiple projects at the same time;
- You are fond of self-learning, i.e. you are not afraid to use Google
- **You must be either a Canadian Citizen, permanent resident or a protected person defined by the Immigration and Refugee Protection Act. This is a requirement from our funding program. International students are not eligible.**
- **You must be between the ages of 19 and 30 years at the start of the internship,**
- **You must be post-secondary graduate (a diploma higher than high school, not a requirement for Yukon, Northwest Territories and Nunavut residents)**

- **You must not be a previous DS4Y participant.**

Working conditions

We offer a flexible work schedule. The team uses G Suite to synchronize our schedules, our documentation and our virtual meetings. Do you have a virtual headset? We can even do that in 3D! This mindset leads to a truly enjoyable lifestyle where it is easy to balance work and personal activities or family imperatives. So it takes a lot of autonomy and discipline to work with us, in addition to the desire to excel in everything we do.

Grey-box is partnering with Lighthouslab's rudder program to offer weekly support specialized in programming, marketing, design and communication to its interns.

This internship is funded by the Government of Canada under its Digital Skills for Youth (DS4Y) program. DS4Y, an initiative from Innovation, Science and Economic Development Canada (ISED), provides an opportunity for youth to gain valuable training and work experience needed for today's digital economy. For more information about the DS4Y program in New Brunswick, please visit cybernb.ca.

Apply by sending your CV on our indeed page or to info@grey-box.ca

More info and readings

- <http://www.grey-box.ca>

Job Types: Full-time, Internship

Salary: \$30.00 per hour

Benefits:

Casual dress

Flexible schedule

Tuition reimbursement

Work from home

Schedule:

Day shift

Monday to Friday

Flexible schedule

Language:

English (required)

Licence/Certification:

canadian work permit (required)

Work remotely:

Yes

COVID-19 precaution(s):

Remote interview process

Virtual meetings

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For more information about the DS4Y program in New Brunswick, please visit <http://www.cybernb.ca/DS4Y>