

Marketing Coordinator (30 and under) - Wildelore

About Us:

Wildelore specializes in outdoor maternity and nursing wear for adventurous mothers. We are dedicated to empowering mothers through functional clothing that supports their active lifestyle.

Overview:

We're seeking a recent (Canadian) graduate as a Marketing Coordinator to drive our brand's growth through innovative marketing strategies and analytics. This role is ideal for someone with a strong foundation in analytical and strategic thinking, digital marketing, and communication. Experience in related fields to our business is an asset. Must be 30 years of age or under as this role is part of an IRAP funded intern position.

Responsibilities:

- Develop and implement marketing strategies.
- Analyze channel performance, optimizing for growth as well as reporting insights and trends to steer future campaigns.
- Explore and test new channels for market expansion and brand visibility.
- Genuine interest and willingness to develop new skills associated with operating and growing a start-up apparel brand
- Adaptability to support many different roles required to operate a start-up

Qualifications:

- Post-secondary education in Marketing, Communications, or related fields, with graduation in recent years (Canada).
- Strong analytical skills and proficiency in marketing tools and platforms.
- Creativity in developing marketing strategies and a keen interest in market trends.
- Familiarity with running ad campaigns within both Google and Meta platforms.
- Excellent communication skills, both written and verbal.

What We Offer:

- Flexible compensation: \$20-\$35/hour, based on experience.
- Opportunity for performance-based wage increases.
- 30-40 hours per week for a minimum of 6 months.
- An environment to foster professional growth within a mission-driven team.
- Opportunity to join a company at the ground level, contributing to strategic growth and learning a ton!

Start Date:

We offer a flexible start date for this position, aiming to accommodate the selected candidate's availability. Please indicate your earliest start date as well as your optimal start date in your application. *Earliest potential start date would be June / July.

Requirements:

- This position is being supported through a government funded initiative aimed at creating opportunities for recent graduates of a post-secondary program in a new field, providing an opportunity for the intern to build out their skill set, develop a portfolio, and to contribute to the growth and success of a new and innovative business. You must be age 30 or younger and must not be currently employed in the described position with another employer.
- A post-secondary graduate (applicable for internships greater than 6 months in duration)
- A Canadian citizen, permanent resident, or person who has been granted refugee status in Canada (no work permits or student visas)
- Legally entitled to work according to the relevant provincial legislation and regulations
- Not receiving Employment Insurance (EI) benefits or you will cease to claim EI benefits prior to the project start date

More on our Ideal Candidate:

We encourage anyone who is interested to apply! Though here is a short list that describe our ideal person:

- Some experience in related fields such as: Fashion and Apparel design, project management, business development, entrepreneurship, social media management, email marketing, content creation and SEO optimization
- Life experiences and interests that align with the brand mission and vision - a passion for the outdoors
- Strong communication skills

How to Apply:

Interested candidates should submit their resume, cover letter, and any relevant portfolio links or documents showcasing their skills and experiences. In addition, please include any relevant information about your personal interests and life experiences that demonstrate your understanding of our mission and brand. Please send your application to chas@wildelore.com with the subject line "Marketing Application."

Application Deadline: May 15 , 2024

For further inquiries about the position, feel free to contact Carissa at carissa@wildelore.com or 289-489-7345, Monday to Friday, 11 AM to 4 PM.

We look forward to reviewing your application and potentially welcoming you to the Wildelore team!

**Please note: This position is pending the successful acquisition of funding through the IRAP program*