



Tom&Sawyer Digital Marketing Summer Internship

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Tom&Sawyer Fresh Prepared Pet Meals, recently heralded as one of the most innovative retail businesses globally, is seeking a highly creative, positive, and talented digital marketing strategy student for a summer internship in the Leslieville neighbourhood of downtown Toronto.

Description of the Tom&Sawyer Summer Digital Marketing Internship Position

We love dogs and cats and they are part of daily life at Tom&Sawyer. It is important that the person who accepts this internship must be comfortable interacting with all types of dogs and cats on a daily basis and has no allergies or barriers to interacting with dogs and cats (allergy alert).

As a member of our Digital Marketing Team, you will work directly with our company leadership team to help create innovative ways of further building the Tom&Sawyer brand globally.

You will help develop innovative marketing campaigns that both build Tom&Sawyer brand awareness, while also helping educate pet owners on how different Tom&Sawyer's pet meals, treats, and other nutritional products are compared to anything else on the market.

In this summer internship, you will gain perspective in working directly with the leadership team on all aspects of growing a dynamic business, and have an opportunity to contribute to Tom&Sawyer's expansion plans both across North America and globally.

The majority of your scheduled work will take place on premise at our offices, but you may also take part in special events and marketing campaigns that take us to trade shows, local marketing meet-ups and pet specific environments outside of our location.

Digital Marketing Specialist Role:

- Collaborate on the Tom&Sawyer brand and marketing strategy for digital channels
- Research pet market trends
- Create content on a wide range of pet health and lifestyle topics and trends
- Help lead and execute our cross-platform social media
- Assist with promotions and other product giveaway marketing campaigns
- Interact with our customers and capture testimonials on health improvements experienced by our customers
- Design and create/execute various forms of digital market collateral including articles, image assets for online use, and videos
- Work with various local charitable animal organizations that Tom&Sawyer supports and assist with the execution of any fundraising events or efforts we develop or sponsor

The Skills and Experience You Bring to Tom&Sawyer:

- Working knowledge of graphic design software and related marketing mediums
- Working knowledge of Facebook and Instagram for Business, including various tools for follower acquisition and engagement optimization tactics
- Experience in writing and content creation for business marketing purposes, with a specific interest in video capture and production



Additional Expectations:

- Currently enrolled in a full-time marketing program at an accredited Canadian College or University and intends to return to the program this coming academic year
- The ideal candidate currently has (or had) a family pet, has a passion for pets and appreciates the difference that healthier real cooked food ingredients make in the lives of dogs and cats.
- Strong communication skills
- Strong interpersonal skills and an ability to communicate with individuals from diverse backgrounds and cultures
- Works well as part of a team but able to work on tasks independently, as required
- Organizational skills - ability to be organized in a changing environment
- Demonstrates a helpful and positive attitude to everyone while representing Tom&Sawyer
- Treat all customers, vendors and fellow staff with respect and courtesy
- Conduct themselves professionally at all times
- Express ideas and convey information clearly, effectively and professionally
- Work to resolve disagreements; is respectful of peers and co-workers
- Adheres to the Tom&Sawyer Harassment and Diversity Policies

Mentoring Plan

Tom&Sawyer is a funded start-up, and our leadership team has extensive business experience as senior executives and thought leaders in a wide range of industries. The two founders have carefully cultivated inclusive team members who work in a collaborative and fast-paced environment.

- You will work daily in the Tom&Sawyer office facility in an open environment with other team members (highly team oriented)
- You will work closely with company leaders every day and gain from their experience and commitment to mentorship
- Every day we start with a team meeting to set the day's priorities, as contributed by team members, and we work as a team to collaboratively address issues and engage in creative problem solving.

We operate the Tom&Sawyer team in a very flat organizational structure, where certain people are leaders/owners but we work as if everyone is equal in being able to raise questions, suggest creative ideas and contribute to the ever-changing priorities of the business.

The Digital Marketing Specialist will work most closely with our Marketing Manager, but be involved daily with our full leadership team. They will be paired with one of our two Co-Founders as a mentor. The pairing will take place to best reflect the skills, perspective and environment that collectively is determined to best allow the candidate to excel and thrive.

Why Tom&Sawyer is Disruptive in the Pet Food Industry

In the completely unregulated pet food industry, Tom&Sawyer is alone in North America following all stringent regulations for making human edible food, and nutritionally balancing it for the specific nutrition needs of pets, specifically the dog and cat members of our families. While some companies market that they use real food ingredients in their pet food, we haven't found anyone else who actually makes food safe for humans to eat. If it's not safe for us to eat, why are we feeding it to our family pets?



We love our pets, and want to make the best decisions surrounding their health, but currently the vast majority of pet owners simply don't understand the pet food market.

Did you know?

- "Human Grade" is completely meaningless and is simply a misleading marketing term
- Pet stores aren't allowed to sell even bottled water for humans because they aren't regulated to sell any real food products that humans could mistakenly consume themselves
- Pet food can only be sold in the cleaning supply aisle of grocery stores because it is not real food and needs to be at least 6 feet away from anything that a human can eat
- The pet food industry has re-defined culinary terms like "beef" to mean something very different than what humans think of when we see the word beef (but there's a picture of a steak on the bag!?)

Just like humans, our pets are sicker now than they ever have been before, and veterinary costs have skyrocketed. Cancer, diabetes, allergies, skin conditions, and swings in mental state are all conditions that are rising within the pet population at an alarming rate. Most research shows that a healthy diet, of real food ingredients, is the best way to improve our pets' health, and most pet foods now market towards that outcome, except they forgot about the need to actually change their highly processed, waste and chemical laden junk food to achieve these healthier outcomes.

Tom&Sawyer focuses on making the highest quality food for dogs and cats globally, with our emphasis on preventative nutrition that promotes greatly enhanced pet health, lowers vet bills, and hopefully helps your pets live much longer lives! We do this by blending proven human edible food standards (the first pet food company to self-impose strict industry regulation - restaurant quality ingredients made into pet meals by chefs) with innovative pet nutrition and genome-based research, to create the highest quality and healthiest food globally for your family dogs and cats.

Application Process:

Summer Opportunity Timeline

June 13 to June 21- Opportunity Posting and Application Acceptance Period

June 22 - Interview Candidates Selected

Week of June 25 - Interviews and Final Candidate Selection

July 3 or July 9 - Start of Work Term

Aug 31 - End of Work Term

Important Note: Eligibility for this internship is limited to full-time students with a valid Canadian Social Insurance Number who meet the criteria set out for the Canada Summer Jobs Program by the Government of Canada.

To apply, please send your resume along with an overview letter **on or before June 21, 2018** to:

careers@tomandsawyer.com

We thank every candidate who takes the time to apply, however we will only contact the applicants that we select for an interview.