



Content Marketing Intern

Positional Overview

Job Title	Content Marketing Intern	Position Type	Full-Time (contract)
Job Location	Remote-Online	Employment Category	Marketing
Remuneration	\$19/hour- Job role is dependant on funding		

Job Description

(hint: read the why you're our next Content Marketing Manager section first)

At Just Vertical, we're in the process of rapid growth (figuratively and literally). The majority of that growth is fueled by getting our gardens (the AEVA & EVE) out to aspiring growers via our eCommerce store located at justvertical.com.

We're looking out for an individual to fill a role to drive growth through our eCommerce store by producing amazing visual (videos, images, etc) and written (blog posts, social media posts etc) content that we will publish through various marketing channels to communicate our value(s) to both current and prospective growers. **Bonus: our values are amazing and super easy to communicate because we're helping the world grow fresh, sustainable food at home.**

What sort of content are we talking about? Our new Content Intern will assist and be responsible for creating long-form written content, producing videos, writing blogs, updating website content, managing webinars and seminars, and creating any other new and novel forms of content that communicate what Just Vertical is about. **Basically, all the fun stuff.** This content will be both internal content (ie. we will pool from our resources internally) or external content (you will work closely with any of our partners to develop content).

As Just Vertical is entering a growth mode this provides a significant opportunity to pioneer and build an overall content strategy that could drive the adoption of sustainable indoor gardening technologies for years to come. This really is an opportunity to do something lasting (not sit at the bottom of a large organization and have little influence).

This will require creativity and some trial and error as this is a new type of product that many prospective growers are not already familiar with.

The initial first weeks will focus on working to familiarize yourself with the company, its mission and your goals as an employee of Just Vertical. From there, you will work with the Head of Marketing and Growth to fill some immediate need gaps including familiarizing yourself with the existing marketing tools being used, learning the process of content creation for campaigns, and starting to strategize how we create content moving forward.

Why You're Our Next Content Marketing Manager

- **You want to work in a fast-paced environment** - things move quickly in a startup. You're comfortable wearing many different hats and problem-solving without a huge amount of direction
- **You live and breathe social media** - whether it's through your own personal accounts or through a business you've worked through, you love getting on the 'gram or TikTok in your spare time
- **You love plants, sustainability, and the natural world** - our entire team is focused on trying to make the world a greener place. That should also motivate you above all else.
- **You're excited about this role** - you're going to call your mom after you've applied for this role because this job is for you
- **You have some amazing technical skills** - Intermediate proficiency in any tools within Adobe Suite is looked upon very favourably. Google suite proficiency is a must
- **You're always crossing tasks off** - a great deal of this position will be about project management and managing stakeholders. You're a stickler for organization and making things tick over
- **You love telling a good story** - you love writing, you love producing content, and you love sharing the causes you're passionate about. Sharing stories comes naturally to you
- **You don't want to work for a big, corporate organization** - you want to stand up and be counted. You want your work to really matter. Making real change drives you every day.

Roles & Responsibilities

- Managing our organic social media channels, including posting periodically campaign and non-campaign specific posts on those channels

- Ideating, creating, and executing content ideas (like Tiktok videos, youtube videos, instagram posts, instructional videos etc) that we can use as/within marketing campaigns (both paid and organic)
- Providing direction on copy and visual content to be published via our main communication channels
- Provide direction and write copy for various other marketing activities
- Assist in organizing and managing events including workshops, seminars, experiential pop-ups, and more

Job Requirements

- Having access to a computer and Microsoft Word or equivalent software is a necessity
- Stellar written and oral communication skills
- Willingness to try innovative marketing strategies
- Excellent time management, able to balance many projects
- Having the ability to 'wear many hats' to experience different roles in a fast-paced working environment is an asset
- Experience with social media platforms and/or active social media accounts (please send examples)