

**Tentative:**

**Start Date:** 2022-01-03

**End Date:** 2022-08-01



## **Sales and marketing coordinator**

**Duration:** Winter and summer semesters 2022, 240h total.

**Salary:** \$4000

**Hours/week:** 8 hours.

**Learning outcomes:**

1. Market research, business development, marketing, and sales.
2. Communication and interpersonal skills.
3. Branding and teamwork.

**Description/Scope & responsibilities:**

*enuf* is a new spin-off company from the “Waste Not, Want Not” student initiative. Our mission is to do whatever it takes to fix the waste crisis. The internship involves a great deal of entrepreneurial, lobbying, research, organization and coordination skills to build up the spin-off.

**The main tasks are as follows:**

1. Lead and coordinate our sales activities:
  - a. Scout and expand our client base.
  - b. Update and maintain a list of prospect clients.
  - c. Research the needs of prospective clients and formulate a compelling value proposition.
  - d. Prepare documents (Briefs, quotes, proposals, pitch presentations ... etc).
  - e. Conduct sales activities such as cold calls/contact, set up sales meetings, give pitch presentations, close sales... etc.
2. Lead a crowdfunding campaign (should we decide to launch one).
3. Coordinate marketing activities



#### 4. Social media support:

- Flag interesting content.
- Increase visibility and reach:
  - engaging with and sharing our content.
  - Inviting contacts when appropriate.
  - Be comfortable with being publicly visible and featured in our pictures and videos.

#### 5. Support other *enuf* activities as required.

These activities will be collaboratively adjusted and prioritized throughout the internship depending on workload and conditions.

We are determined to foster an inclusive and diverse work environment, and we encourage applications from all backgrounds including indigenous, racialized and/or marginalized communities.

**Training and onboarding will be conducted in December (hours will be counted), to ensure a smooth start in January.** The intern is required to participate in weekly meetings, and will receive regular mentorship, professional development and support. We also appreciate regular exchange of feedback so that we can continuously improve.

#### **Essential Requirements:**

- Excellent communication skills in English and French.
- Ability to work well in a fast-paced team environment and can tolerate short notices and fluctuating workloads.
- Highly organized and has strong attention to detail.
- Autonomous.
- Time flexibility.
- Comfortable with being publicly visible in our activities and social media.



**Assets:**

- Experience working with sales and marketing.
- Involvement with the Montreal community.
- Experience in educational and awareness work
- Knowledge in waste management and the composting processes.

**Supervisors:**

Keroles Riad (CEO & CCO)

**Apply:** Please email your CV and cover letter, to [iLoveCompost@Concordia.ca](mailto:iLoveCompost@Concordia.ca) by November 27st. Please list the languages you are comfortable speaking (we aim to have a diverse multi-lingual team). In your cover letter, please include a short description of your relationship with sustainability (max 300 words), and reflect on how your experience, community and network can help advance the mission of *enuf* and build new partnerships.