



MARKETING ASSISTANT

Social Media Marketer (Paid Internship)

ABOUT THE FIRM

We provide investors with data analytics for social impact to better inform their decisions.

We put the S in ESG™.

The S Factor Co.™ is the creator of a proprietary algorithm and index that measures the social impact of corporations against public sentiment and financial performance. It has been providing a comprehensive measure of the impact of companies, including their supply chains, employees and communities, for over two decades under the MacCormick Inc. umbrella.

In the ESG marketplace, The MacCormick Social Performance Index (MSPI™), developed in 2010, is the gold standard for detailed corporate social impact assessment. The MSPI™ has wide applicability as a risk screening tool, highlighting best in class securities across industries for social impact and returns, as well as being able to detect early market signals for probabilities of disruption.

The firm has evolved since its inception in 2009, into a data and analytics company leveraging its social impact expertise and products to better serve the global market.

We provide social impact information, company ratings and rankings on their social impacts and an index product which measures these impacts in relation to their financial performance. As subject experts and veterans in social impact across the world – we help the SRI/ESG, Alternative Data Market, Asset Managers, and Investors make more informed and impactful investment decisions by giving them access to near real-time data on companies' social impacts.

POSITION DESCRIPTION

We are looking for a Marketing Assistant to support our social media strategy and marketing efforts.

This position will require digital-agility and enthusiasm for driving traffic and brand awareness across multiple channels and communities. The ideal candidate is an excellent communicator with a basic understanding of design principles, talent for the visual web and knowledge of a multitude of social media platforms.

The candidate should have experience with online communities and a skill set that includes experience with branding, art direction, and social marketing. Candidate must be a flexible and creative self-starter who is able to work within an entrepreneurial environment and support multiple projects at once. Applicants must have substantial social media experience and be a skilled multitasker who is extremely organized. This is a great growth opportunity for someone who wants a career in marketing or advertising.

TIME & LOCATION

Based in our Toronto HQ office, 401 Bay Street, Suite 2702, this position is initially a part-time (flexible) paid internship, with the potential for full time.

KEY RESPONSIBILITIES

- Assist with building an engaging brand presence on Facebook, LinkedIn, Twitter and YouTube
- Assist with supporting team in production and promotion of engaging content to coincide with marketing strategy
- Basic Public Relations
- Conceptualize, manage and support marketing campaigns
- Coordinate and contribute with Design Department on all projects
- Create, edit, source and post content across multiple channels
- Ensure brand consistency across mediums
- Manage content for monthly newsletter
- Manage weekly content for blog, vlog and news posts
- Measure, analyze and report on all social media initiatives
- Support company events and external event participation with brand and content management

SKILLS & REQUIREMENTS

- Ability to recommend and initiate work and projects with minimal direction
- Attention to detail, excellent time management skills, exceptional initiative and follow-through skills
- Basic understanding of design principles and a strong grasp of the internet
- Experience with social media platforms including blogs, Facebook, LinkedIn, Twitter, YouTube and others
- Stay up to date with developments within the digital marketing industry
- Knowledge of the Impact and or ESG financial markets is considered a strong asset
- Must be a strong self-starter who thinks on their feet to solve problems
- Proficiency and creative talent within PowerPoint, Keynote and the Adobe Suite, including InDesign, is considered a major asset
- Superior interpersonal and written/verbal communication skills; ability to thrive in a team-based environment

PLEASE EMAIL YOUR RESUME, COVER LETTER AND A SAMPLE OF YOUR CREATIVE WORK TO:

careers@thesfactor.co with the subject line: Marketing Assistant