

Job Title: Customer Acquisition and Digital Marketing Intern

Position type: 3-4 month summer internship

Employer: Quupe and CCS iHub

About the Social Venture

For young urban adventurers who can't find the equipment they need for a price they can afford, Quupe ("koop") is an online rental platform that allows people to rent things from their neighbours. Founded by four master's students from the Centre for Digital Media, Quupe started with the realization that people have valuable things in their homes that sit around gathering dust. We want to get stuff out of storage and into the world, where it can generate happiness for the people who'll use it *and* the people who own it.

We at Quupe envision a world where neighbours can share all their resources amongst one another in a trusted, safe environment. As we say in Quupe-land: Own everything!

About the position:

We are looking to hire an energetic, creative and disciplined customer acquisition and digital marketing intern to join our dynamic team for the period of May – August 2017. This position is open to current students or those who will be graduating in spring 2017. The successful candidate will work both out of Quupe's headquarters in Mount Pleasant and the social venture's co-working space at the Coast Capital Savings Innovation Hub in the new Graham Lee Innovation Centre on the UBC Vancouver campus, and will report to and be supported by Quupe's co-founder and CEO Angela Hamilton, and Oana Dan, CCS iHub manager. We are hiring for this internship at a critical time in the growth of our startup, as the intern will play a key role in determining where we go next and how we do it.

Working at the CCS iHub is an opportunity to be immersed in a dynamic and entrepreneurial environment and to learn from other social entrepreneurs, industry mentors and peers. The successful candidate must be passionate about social entrepreneurship and local food systems, and keen to make an impact through the innovative use of technology and business tools.

Scope of internship:

Because Quupe is a start-up, you must be prepared to work in a dynamic and entrepreneurial environment that is fast paced and constantly changing. The primary scope of the internship is to support Quupe's marketing and business development efforts and specific tasks performed will include:

- Undertaking a scoping of the pricing environment in the circular economy space that Quupe is active in, analyze and trend operational expenses, and project future expenses, particularly as it relates to market expansion within and outside of Canada;

- Carry out customer discovery research to build a portfolio of companies and individuals Quupe should be targeting and determine what customers want more of in their interaction with the organization;
- Research and advise Quupe's VP of Growth on customer acquisition and development strategies, and provide an extra set of hands in hyperlocal, neighbourhood-by-neighbourhood outreach:
 - **Article Outreach** - Contact companies and individuals mentioned in articles and get them to link back to the article from their websites.
 - **"Big List" Link Building** - Researching and reaching out to respected websites, as well as experts, about contributing / being part of articles.
 - **Broker Link Building** - Reach out to websites with broken links about the sharing economy and convince them to replace their broken link with one to a related article on Quupe
- Draft and implement a marketing and communications strategy for Quupe to promote its platform and model and reach larger audiences;
- Actively participate in online forums about sharing-economy related topics to expand on Quupe's customer data and turn it into critical insights;
- Advise Quupe's founding team on new strategies to increase customer engagement through digital and social channels.

Desired skills & experience:

Although the successful candidate will have the opportunity to work in all aspects of the business, to ensure that they have the experience and knowledge required to perform assigned tasks, we prefer our intern to have industry or academic experience in:

- Digital marketing
- Business development
- Customer relationship management
- Start-up or growth business experience will be an asset

We are seeking an intern who:

- Demonstrates a high level of self-motivation, responsibility, adaptability and organization
- Is enthusiastic, positive, creative, flexible, dependable and open-minded
- Possesses strong project management skills and has a proven ability to balance multiple demands and expectations
- Is able to ask for help, or find answers
- Is a selfstarter. We know everyone says that, but we really mean it, being a lean, mean startup. Everyone here is piloting their own spaceships
- Comfortable working in a startup environment, where things change quickly
- Has a powerful, never-say-die work ethic
- Has at least 6 months of marketing and/or PR experience required (work while in college or on your own sites counts)
- Is a web-wiz, passionate about SEO and digital marketing strategies. Knowledge of Wordpress and HTML preferred, as well as familiarity with online publishing and content marketing
- Possesses knowledge of link customer-acquisition strategies
- Possesses excellent Excel and data analysis skills

- Has an interest in finance and/or data analytics
- Possesses excellent communication skills, both verbal and written
- Experience in Salesforce or QuickBooks is a plus.

Salary: This is a paid internship. \$2,500 / Month

Application: Please apply to Oana Dan, CCS Innovation Hub Manager with a resume, cover letter and recent educational transcripts. Applications should be emailed to: oana.dan@sauder.ubc.ca

Application Deadline: Applications will be accepted on a rolling basis until April 9th, 2017 at midnight.

Additional Information about the social venture

- <https://quupe.com/>
- www.sauders3i.sauder.ubc.ca