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## **Position: Marketing Intern**

RydUp is a startup at the Bergeron Entrepreneurs in Science and Technology (BEST) program that's focused on providing a sharing-model platform for University communities. Our main service is a tailored ride-share platform to provide students, faculty, and staff with a sustainable and affordable commute experience. York University is the pilot location for this project, giving you the opportunity to join a team of York alumni entrepreneurs and grow with the company.

## **Responsibilities**

- Performing market analysis and research on the latest trends.
- Designing websites.
- Designing and presenting new social media campaign ideas.
- Monitoring all social media platforms for trending news, ideas, and feedback.
- Preparing detailed promotional presentations.
- Helping with the planning and hosting of marketing events.
- Researching and evaluating competitor marketing and digital content.
- Contributing to the creation of mock-ups, email campaigns, and social media content.

## **Requirements**

- Current enrollment in an undergraduate program related to marketing, communications, business or in a similar field at York University.
- Familiarity with marketing computer software and social media platforms.
- Good understanding of the latest marketing trends and techniques.
- Excellent verbal and written communication skills.

## **Benefits**

As a member of RydUp, the right candidate for this role is a highly self-motivated, entrepreneurial individual who has strong interpersonal and communication skills. The role will allow you to be creative and innovative by applying your skills and learning new ones as you go. You will have the opportunity to move forward with new ideas that you discover from our potential users.

