



Marketing Intern

Anticipated Dates: May - August 2022 (flexible)

Location: Remote - Due to logistical reasons, we welcome applications from candidates residing in the following time zones: Atlantic, Eastern, Central, Mountain, Pacific, and Alaskan time zones.

Who We Are

LUCID is writing the future of music as medicine.

We develop therapeutic music experiences to help promote mental health & wellness across various clinical indications. By unlocking the power of music and AI, we curate personalized music therapy that's backed by neuroscience.

LUCID's multidisciplinary team consists of artists, scientists, and engineers. Our respective passions and expertise unite us all at the intersection of music and mental health. We are a human-centric company with a focus on empathy and accessibility. We are currently a fully remote company based in Toronto, Canada.

Job Description

The ideal candidate is passionate about music and mental health, and resonates with our mission to turn music into medicine. They are a marketing 'generalist' and can perform a range of marketing-related functions including marketing analytics, copywriting, and social media management. This person is creative and adaptable, and thrives in a fast-paced environment. This individual is an excellent communicator and can work independently and remotely. They are willing to learn new skills and adapt to different roles as our company evolves. This individual has excellent analytical

skills and is confident in working with marketing metrics, campaign tracking, and performance analytics.

Your responsibilities as a Marketing Intern at LUCID shall include, but are not limited to:

Support brand growth and development related to marketing and branding

- Assist in the creation of marketing materials to help increase brand awareness such as:
 - Writing blog posts and website content
 - Social media content curation
 - Creating graphic or video content for social media content
 - Researching relevant articles and creating a content archive
- Research and prepare for events including conferences, summits, networking sessions, and panel discussions

Conduct marketing analytics and campaign monitoring

- Use marketing analytic tools to monitor performance of ad campaigns
- Track and analyze relevant marketing metrics
- Monitor growth on organic and paid channels
- Track user journey to locate areas in need of improvement and propose changes to marketing strategy

Support marketing and communication activities including PR and business development

- Assist on PR campaigns: organize media lists and help coordinate outreach
- Collaborate with product and sales team to ensure consistent branding throughout our organization
- Collaborate on design-related work for business development activities, such as pitch decks, mockups, and demos

Qualifications

- Bachelor's Degree (pursuing or obtained) in Marketing, Media & Communications, or related field
- Exceptional written and oral communication (English)
- Knowledge in marketing strategy, social media, and digital advertising
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- Preferred: Knowledge in Website Design or Management

Selection Process

To be considered for this position, please submit your current resume and a letter of interest highlighting your relevant work or a design portfolio.

Benefits

This role offers:

- An opportunity to work on the development of innovative mental health products
- A remote and flexible work structure
- A high level of autonomy
- Competitive salary and paid vacation

Diversity and Inclusion

LUCID is committed to hearing diverse voices and providing equal opportunity to all applicants on the bases of race, ethnicity, age, gender, gender identity or expression, sexual orientation, sexual identity, disability, language, life experiences, physical characteristics, religion, belief and spirituality, thinking/learning style, or veteran status. We endeavor to foster an environment where all employees feel welcome, accepted, and have a sense of belonging.

For more information about our company or this role, please visit our website at www.thelucidproject.ca and/or email careers@thelucidproject.ca.