



Marketing & Customer Acquisition Volunteer

A successful Candidate Will:

- Have a keen interest in FinTech, product development, personal finance, budgeting, and personal investing.
- Have stellar communication skills in-person, verbally, and in written communication.
- Be well-organized, punctual, and looking to learn and refine new skills continuously.
- Be very well self-motivated, and self-sufficient.

Responsibilities:

- Conduct market research and maintain up-to-date knowledge of market conditions and competitive activities in Canadian FinTech and personal finance.
- Assist in developing, deploying, and analyzing performance of customer acquisition campaigns and strategies.
- Plan and execute social media campaigns to drive user growth and engagement.
- Create personal finance blog content for content marketing campaigns.
- Contact existing clients and potential client leads.

Work Location and Expectations:

- YUPP is incubated at ScaleUp Ventures, located at 114-250 The Esplanade (Berkely Castle). The volunteer will work at this location unless otherwise indicated in advance by the Startup Supervisor, to accommodate meetings with existing clients and partners. These meetings will always be located in downtown Toronto, with transportation provided by YUPP.
- YUPP will not be providing a laptop/computer for this position. The volunteer is expected to provide and work on their own laptop device. Licenses for any software required for the work will be provided and paid for by YUPP.