

LUX BIO

POSITION: Digital Marketing Associate (Intern/Co-op Student)

LOCATION: Vancouver (Hybrid)

TYPE: Full-Time Contract (40 hours per week for 16 weeks)

START DATE: January 2nd, 2024

END DATE: April 30th, 2024

ABOUT LUX BIO

At LUX BIO (formerly Nyoka), we are creating light from the future. We engineer proteins to generate safe, sustainable, and stable light. Our mission is to replace all uses of chemiluminescence and expand the possibilities of light. The chemiluminescence industry generates over 250 million tonnes of carcinogenic waste every year, all housed in single-use plastic. We can replace all that with our non-toxic and biodegradable technology. We are developing applications ranging from commercial fishing, healthcare, aerospace, entertainment, and more.

LUX BIO was founded in 2021 and is a cleantech startup powered by biotech. We are located in Vancouver and have a team of 16 across Canada that is growing quickly. We have inbound interest, repeat customers, and paid pilots with organizations such as NASA, Stellantis, BBC, Stanford, Canadian Coast Guard, Jet Propulsion Laboratory, and more. Additionally, we are supported by the University of British Columbia, Creative Destruction Lab, Brickyard, IndieBio, and SOSV - one of the world's leading venture capital firms. For more information about LUX BIO, please visit our website: www.lux-bio.com/careers

Please note as you read through this job description: if you do not meet 100% of the skills or experiences listed below but believe this role is the right fit, we would like to hear from you!

ABOUT THE POSITION

As the Digital Marketing Associate, you will be spearheading the company's marketing presence online. This internship is ideal for someone passionate about digital marketing and eager to gain practical experience in a technology-driven environment. You will be involved in various aspects of digital marketing, including graphic design, social media management, website design,

content creation, SEO optimization, developing a blog, while managing and measuring the company's analytics. Your contribution will be instrumental in enhancing our online presence and engagement, crucial for the successful launch of our rebrand, marketing plan, and product releases.

WHO YOU ARE

You are a creative and digitally savvy individual with a strong interest in marketing and sustainability. You possess excellent communication skills and have a knack for creating engaging content - whether the medium is a website, social media, or blog. You are familiar with various social media platforms and digital marketing tools. As a Digital Marketing Associate, you will be responsible for assisting with the creation and distribution of digital content, analyzing performance metrics, and providing insights on digital marketing trends. Your enthusiasm for learning and ability to adapt to a dynamic environment will make you a valuable member of our team. Your passion for our technology and its sustainability will be an asset as you help us communicate our vision and product value to our audience. You are proactive, eager to learn, and ready to contribute new ideas to our digital marketing campaigns.

WHAT YOU BRING TO LUX BIO

- Currently enrolled in a bachelor's degree program (at a Canadian university or college)
- Preference given to candidates with experience in digital marketing
- Excellent research, analytical, and marketing skills
- Proven ability to work under pressure and meet tight deadlines
- Excellent writing, editing, and communication skills
- Ability to work independently and collaboratively in a team environment
- Creative mindset with attention to detail
- Must be Canadian Citizen, Permanent Resident, or hold Canadian Refugee status for government funding eligibility

NICE TO HAVE

- Currently pursuing a degree in marketing, communications, digital media, or a related
- Previous internship experience in digital marketing or a related field
- Graphic design background, education, experience, or related
- Experience with social media platforms such as LinkedIn, Instagram, TikTok, YouTube, Facebook, Snapchat, and Reddit
- Proven track record of improving a website's SEO
- Proven track record of improving a company's social media presence
- Proven track record of creating a successful blog
- Proven track record of improving email marketing campaigns
- Previous experience in a startup or fast-growing company

- Speak another language fluently (bonus for Mandarin, Arabic, Portuguese, Japanese, Hindi, Russian, French, and Spanish speakers)
- Ability to communicate in (science) memes is considered a major plus

WHAT YOU NEED TO BE SUCCESSFUL

- A passion for digital marketing and a desire to stay up to date on industry trends
- Strong ability to manage multiple tasks and projects
- Creativity and innovation in developing engaging digital content
- Analytical skills to understand data and derive insights for campaign improvement
- Initiative to take on responsibilities and seek learning opportunities
- Excellent communication skills with technical & non-technical stakeholders
- Extreme rigor, organization, and attention to detail
- Passion for sustainability, the environment, and fighting climate change
- Team player who thrives in a dynamic & ambiguous startup environment
- Entrepreneurial spirit & approach to accomplishing tasks with minimal resources
- Ability to prioritize, manage your time, and get things done
- Demonstrated empathy and respect for yourself and others
- Proactive with self-care and stress management
- Ability to take initiative and work autonomously
- Natural desire to learn, grow, and develop - personally & professionally

RESPONSIBILITIES

- Assist in the creation and implementation of digital marketing strategies across various online platforms such as social media, email, and the company website
- Create engaging content for our social media, website, blog, and email campaigns
- Monitor and analyze the performance of digital marketing campaigns and provide insights for optimization
- Collaborate with the marketing team to create innovative marketing campaigns
- Participate in brainstorming sessions and contribute creative ideas for digital content
- Conduct market research to understand industry trends and customer preferences
- Provide administrative and project support to the marketing team
- Engage and actively contribute to the development of marketing strategies
- Utilize graphic design tools to create high-quality marketing materials
- Ensure SEO best practices are followed, conduct keyword research and SEO strategies to optimize online content
- Assist in managing and updating the company website to ensure all content is correct, up-to-date, relevant, and engaging
- Track web analytics to gauge the blog's performance
- Utilize graphic design tools to create high-quality marketing materials
- Assist with the analysis of the effectiveness of marketing campaigns by utilizing tracking and analytical software

- Keep up-to-date with industry trends and current events relevant to our business
- Learn non-violent communication practices (training provided) and implement them within the LUX BIO team

COMPENSATION, BENEFITS, AND PERKS

- \$18-22 CAD/hour (40 hours per week for 16 weeks)
- Paid days off for birthdays (no one wants to work on their birthday)
- Hybrid position (flexibility to work from home when possible)
- Flexible workplace that believes in work-life balance
- Opportunities for growth, learning, and development
- Career advancement - ascend with us to new heights, roles, and responsibilities
- Quarterly town halls followed by team lunches, dinners, and/or outings
- LUX BIO swag & product samples (to do whatever you want with)
- Be a part of a mission-driven company that helps people, animals, and the planet
- Capitalize on the unique opportunity to build something futuristic from the ground up, make a lasting mark in your field, and change the world :)

DIVERSITY, EQUITY, AND INCLUSION

LUX BIO's leadership team is diverse and is deeply committed to diversity, equity, and inclusion in all of its practices - especially when it comes to growing our team. Our culture promotes inclusion and embraces how rewarding it is to work with people from all walks of life.

We recruit LUX BIO team members based on who you are as an individual — regardless of race, ethnicity, sexual orientation, gender identity or expression, lifestyle, age, national origin, religion, and mental or physical ability. We are an equal opportunity employer - let us know if you are eligible by noting in your cover letter or email correspondence.

HOW TO APPLY

Email Chip at chip@lightbynyoka.com with your resume and cover letter!

HESITANT TO APPLY? *Even if you do not meet 100% of the skills or experiences listed above but believe this role is the right fit, we would still like to hear from you! :)*

Thank you for your time, consideration, and interest!

- Paige Whitehead, Co-Founder & CEO of LUX BIO

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