



About FreshFind

FreshFind (<https://freshfind.ca>) is the best source for local grocery and artisanal products. We connect individuals with their communities, helping them find new local experiences and unique goods that are produced nearby.

Our e-commerce ecosystem enables local producers, vendors, and markets to grow in today's omnichannel environment by digitizing their operations and making it easy for them to cooperate. Our mission is to make local goods and experiences more accessible, and to create healthier and happier communities across the globe.

"Focus on the real people who use our products, All else will follow."

Team, Role & Responsibility

Our Consumer Insights team is responsible for analyzing the market landscape, discovering potential customers and partners, building connections with these stakeholders, and managing their accounts to maximize the value that FreshFind provides to them. connecting with our community, representing our brand, and creating an enjoyable space for community members to interact. Together with our Marketing & Community Management team, the Insights team works to understand our community and helps potential community members to explore and learn what FreshFind is all about.

As part of the team, you will analyze the user journey, purchasing behaviours, and the external communities where these consumers live, while focusing on finding ways to increase traffic and the value that FreshFind brings to their lives. You will also explore new partnership opportunities with related community leaders and influencers. You'll not only accelerate our growth through consistent outreach, but will contribute to our mission of empowering communities to become more resilient and regenerative through more local production.

We're looking for someone who isn't afraid to jump in and explore new challenges. You have a desire to find and connect potential stakeholders and introduce them to the FreshFind community, as well as to provide them value and improve their lives. You're a natural collaborator and can work both independently and in a team environment.

Key Activities

- Discover and generate specific demographic data on what specific individuals and households to focus on
 - Who makes the purchasing decision in the household
 - How to market to the the individuals that make the decisions
 - How do we find them online, how do we best market to them online?
 - What kinds of in-person marketing work well with these individuals?
 - Where do they live and visit throughout their week? what specific locations/areas should we place physical marketing so that we can connect with them?
- Discover the answer to the question “what is the next \$1 million in consumer interest that we can capture as cheaply as possible”
- Find new consumers and businesses that would benefit from buying thru our platform
- Use social media to network with buyers and understand their behaviors
- Develop strong, ongoing relationships with prospective and existing buyers

You might be a good fit if you

- Care about community
- Enjoy thinking about how to make things better
- Can easily put yourself in someone else’s shoes
- Like freedom and creativity in your work
- Care about good food/crafts & supporting local
- Take interest in health, wellness, and environmental regeneration

Working Hours & Dates

Start Date: Flexible

Duration: 3-month engagement with consideration for advancement (equity based and/or paid full time position)

Expected Hours: 15-30 / week

Work schedule: Flexible other than set meetings

Location: Since COVID19, our entire team has gone remote based.

What’s in it for you

- Experience working in a young, fast-paced startup
- Tangible outcomes for your portfolio
- Equity Options based on number of hours worked
- References for other engagements you decide to take on
- Work experience credit for your school program (for participating schools)

There are no required qualifications or formal education required for this position. If you're interested in learning more, please send a note to team@freshfind.ca and include your portfolio if you have one!

Thank you.