



Internship Role Description

Market Researcher

Who we are:

Communit eer is a social enterprise with a mission to use technology to connect, engage and mobilise volunteers to tackle the world's greatest challenges. We facilitate social impact by bringing corporates, not-for-profit organisations and volunteers together to do more good. Our civic engagement technology is based on a crowdsourcing approach: think of us as 'LinkedIn and Airtasker combined, for social good'.

We're a fast-moving, for-purpose start-up that constantly innovates to empower people to make a difference. Our team consists of passionate people with different skills and cultural backgrounds, and we recognise the strength in diversity. We are values-driven, pragmatic and determined people who practice what we preach! We care deeply about other people, the community, and the environment we live in.

After formulating our 5-year strategic plan and settling our first round of external funding, we now have a clear focus for the next 18 months and the resources to get there. Our immediate priorities will be to refine our existing product and services, and the systems and processes that support them, in order to reach critical mass.

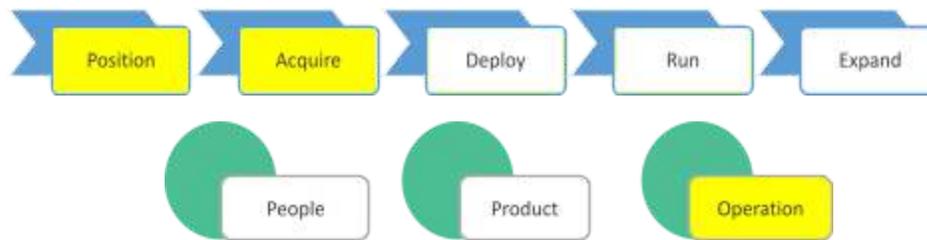
The Role:

We're seeking a highly methodical person who can research, collate and analyse information on our target markets. Our marketing and sales strategies rely on market trends and data, so that we can add value as a national leading supplier in servicing the not-for-profit sector via Corporate Social Responsibility (CSR).

This role will be involved in the identification, analysis and maintenance of corporate profiling data in our CRM, and will be mentored by internal stakeholders with a wealth of experience in business development, marketing and sales strategy. This is a unique and exciting opportunity to apply your skills whilst building a purposeful career.

Relationships

- Reports to: Acquisition Manager
- Supports: Partnerships Manager, CEO
- Works with: NFP Coordinator, Data Analyst, Event Coordinator



Responsibilities

- Create and maintain corporate profiles to understand our customers' needs and amplify our collective impact;
- Update and maintain CRM to ensure data integrity;
- Conduct research to identify content and speaking points on themes and speakers for upcoming events;
- Identify key stakeholders and contact details in target organisations;
- Identify networks, peer groups and associations where our key personas congregate;
- Identify awards, speaking engagements, external events and sponsorship opportunities that would lift CT's credibility and brand awareness;
- Assist with the submission for speaking engagements, awards and consultations;
- Analyse our market segments holistically to provide insights and influence POS and ACQ strategies;
- Any other work-related deliverables as directed by your line manager.

Selection criteria

- Values alignment with Communitier (Agency, Equality, Humanity, Integrity, Solidarity);
- Passionate about facilitating social impact through informed decision-making;
- Previous experience in research and/or data gathering;
- Strong analytical skills and ability to make data-driven, concise decisions;
- Ability to work collaboratively and effectively in a fast-paced, flexible, team-based environment;
- Understanding of not-for-profits and CSR preferred;
- Relevant education or training in Marketing, Research or Data Analysis.

Key performance indicators

- Identify, collate and analyse the required information in order to deliver our acquisition strategy;
- Streamline our corporate profile creation process to maximise efficiency;
- Continually improve the state of our CRM based on metrics by internal stakeholders;
- Collaborate with internal stakeholders to amplify their impact;
- Contribute to other business areas to help Communitier meet our organisational goals.