



## Internship Role Description

# NFP Market Researcher

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### Who we are

Communitier 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 (NFP) sector via Corporate Social Responsibility (CSR).

This role will be involved in the identification, analysis and maintenance of NFP 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.

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### Relationships

- Reports to: NFP Business Development Manager
- Supports: NFP Coordinator, Consultants
- Works with: Corporate Business Development Managers, Data Analyst, Event Coordinator





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## Responsibilities

- Create, update and maintain NFP CRM fields to understand our customers' needs, ensure data integrity and amplify our collective impact;
- Drive and coordinate our business development initiatives through progressing our leads through the acquisition pipeline, and ensuring a smooth transition to deployment;
- 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;
- In collaboration with your team, analyse our market segments holistically to provide insights and influence POS and ACQ strategies for our Horizon timeline;
- Any other work-related deliverables as directed by your line manager.

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## Selection criteria

- Values alignment with Communiter (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.

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## 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 Communiter meet our organisational goals.
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## Internship Program Overview

Communitier internships are a one-of-a-kind experience, highly rewarding to those who give it their all.

Our most important asset is our people. Being a purpose-led organisation with a young workforce, we have a supportive tight-knit culture that comes from the passion in doing something greater for the world. Being a values-driven team, determined to practice what we preach, we run both external and internal campaigns to act on our care about people, the community and the environment we live in.

As we are currently in a transition phase from start-up to SME, we move fast, and our interns are absolutely part of that journey. We know that this journey isn't for everyone, thus at one-third of the way into every internship, we will check in to ensure there is a good mutual fit between us.

### What do you give -> What do you get?

Successful completion of the internship	<b>Pathway to employment</b> A reference from us to improve your employability & potential career opportunities at Communitier
Application of technical skills	<b>Development of technical skills</b> An internal expert or external mentor to guide you professionally
Engage in the workplace culture, including commitment to minimum at-office hours	<b>Development of soft skills</b> Structured education, ie. group workshops and 1-on-1 sessions on 'how' to work and be the owner of your scope of work with real impact
Willingness to learn and immerse yourself in your team	<b>Swift and structured induction month</b> 1-week induction schedule followed by 2-3 weeks of shadowing and functional work, with progressive responsibilities allowing you to prove yourself and achieve according to your ambition
Transparent communication about your progress, to what extent this internship is prioritised in your schedule and whether it aligns with your goals	<b>Mutual relationship of being taken seriously</b> Resources invested for your success & genuine respect given to you from day 1 as the owner of your role
Fail fast, fail often approach	<b>Upfront and constructive feedback</b> Honest observations and assessment on how you are doing, what your strengths and weaknesses are
Hunger and curiosity for more, a go-getter attitude	<b>Richer opportunities</b> Referrals and direct introductions to our connections & entry to more opportunities within your team and across the organisation