

Job Posting: 177122 - Position: S26 Junior CRM Coordinator - Summer 2026 Co-op/Intern 177122B

Co-op Work Term Posted:	2026 - Summer
App Deadline	01/21/2026 09:00 AM
Application Method:	Through Employer Website
Posting Goes Live:	01/14/2026 11:38 AM
Job Posting Status:	Approved

ORGANIZATION INFORMATION

Organization	Definity Financial Corporation
Address Line 1	111 Westmount Road South
City	Waterloo
Postal Code / Zip Code	N2J 4S4
Province / State	ON
Country	Canada

JOB POSTING INFORMATION

Placement Term	2026 - Summer
 Job Title 	S26 Junior CRM Coordinator - Summer 2026 Co-op/Intern 177122B
Position Type	Co-op Position
Job Location	Toronto, ON
Country	Canada
Duration	4 months
Work Mode	To be confirmed
Salary Currency	CAD
Salary	22.5 per hour for 0 Major List
Job Description	

Work term: Summer 2026

Work term length: 4 months

From classroom to co-op to career, every step of your journey has an impact on your future. That's why it makes sense to choose a co-op placement with a company that offers truly rewarding work and real-life experience. At Definity®, your contributions, creativity, and energy will be put to good use, and you'll get to be involved with initiatives that support our strategic goals and use your skills in a supportive team environment.

If you're looking for a company that takes care of its people - full time, part time, and co-ops alike - and has a track record of doing big things, get ready to love it here.

What can you expect in this role?

We are looking for Junior CRM Specialist **Co-op**. Reporting to the Manager, Customer Relationship Management (CRM) and receiving day to day coaching and guidance from them and the team, you'll work to support cross-functional strategic initiatives (e.g., developing digital assets, data assessment)

What you'll be doing

- Maintain and update the master email list to optimize team efficiency
- Coordinate and execute individual email campaigns under guidance
- Provide support for cross-functional requests, including data extraction from multiple platforms
- Develop and maintain email templates within Salesforce Marketing Cloud

- Assist in the design and execution of A/B testing for email journeys
- Analyze campaign performance data and recommend new testing strategies and areas of improvement

Job Requirements

What you bring

- Enrolled in a business or otherwise analytical program and currently in second last or last year before completion
- Experience with email marketing platforms, preferably Salesforce Marketing Cloud
- Detail oriented with strong analytical mindset
- Experience in an insurance organization or fintech would be preferable
- Experience with Google Analytics, Figma
- Able to interpret data into recommended action

Background checks

This role requires successful clearance of a background check (including criminal checks and leadership references).

Citizenship Requirement	N/A
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APPLICATION INFORMATION

Application Procedure Through Employer Website

Special Application Instructions

Please click the "I intend to apply to this position" button on SCOPE and also submit your application via the employer's website.

Application Link: <https://hdks.fa.ca2.oraclecloud.com/hcmUI/CandidateExperience/en/sites/Careers-Definity/job/8808>

Applications are accepted on a rolling basis and the posting may be expired at any time by the employer as submissions are received.

Students should submit their applications as soon as they are ready.