

Student Research Opportunities -- Centre for Mobile Innovation (CMI) Research Projects

Part-time Position
Job Title: Operations Associate
Industry Partner: Caribou Health Technologies
Key Role: co-mentorship
Principle Investigator: Prof. Syed Tanbeer
Area of expertise: software engineering; software design; mobile health applications
HQP: key skills sets: Business operations, customer support, research, communications
Project Summary
<p>At Caribou, we are on a mission to improve the lives of everyone in home care. Our technology helps home care agencies transform last-minute care worker capacity into on-demand care for families. We are looking for a passionate part-time Operations Associate to join our Operations team. In this role, you will work directly with the Co-Founders (CEO & COO) across multiple functions. Your work will directly impact the lives of people receiving care, people delivering care, and the families that are often left struggling to care for their loved ones.</p> <p>Research Project Overview</p> <p>As we prepare to launch in a new Toronto market, we are looking for a talented student to help with operations processes such as: new user onboarding, marketing and demand generation, customer support, data analysis, and reporting. This student will be a valuable member of the Caribou team and have significant opportunity for learning and development.</p> <p>You will work directly with Caribou's COO and CEO.</p> <p>About Caribou Health Technologies Inc.</p> <p>Today, home care scheduling is like a never-ending jigsaw puzzle. Agencies struggle to keep pace with fluctuating patient demand, while giving their care workers consistent schedules and income. Schedule instability is forcing home care workers to seek employment elsewhere. As a result, turnover rates skyrocketed to 82% in 2018.</p> <p>Meanwhile, families need better access to home care services. Over half of family caregivers feel overwhelmed taking care of their loved ones. Home care is facing an ironic problem — care workers sit idle, while families need more help.</p> <p>Caribou envisions a future where families in need of home care can always find support, and no care worker capacity ever goes to waste. Our platform allows our network of partner agencies to drive demand for their extra care worker capacity.</p>

Time and Schedule:

- 10 - 13 h / Week (if enrolled in classes)
- 32.5 h / Week (if on co-op term)
- 60% - 70% - Face-2-Face Teamwork (remote work due to COVID)

Dates:

- January 11, 2021 to April 23, 2021 (excludes reading week)

Remuneration:

- \$18 - \$22 / hour depending on experience and qualifications.

Responsibilities:

- Deliver 5-star, in-person support to Caribou users
- Walk Caribou users through the onboarding process and what they need to know to be successful on the Caribou platform
- Develop webinars or tutorials to educate Caribou users and prepare them to accurately and effectively use the app
- Help brand the Caribou name and get Caribou users excited to be using the app
- Contribute with valuable insights from the business to improve the driver experience through the Operations Team
- Work virtually with the team for most of the time dedicated to the project

Job Requirements (Required):

- Demonstrable experience working in teams and learning independently Interest in technology and the broader home care industry
- A passion for solving problems
- Empathetic and strong communication skills, particularly relevant for working with users
- Can-do attitude, resourceful, demonstrates initiative, creativity and passion for purposeful, result-oriented research
- Commitment to excellence and delivering to the highest personal standard

Job Requirements (Beneficial / Good to have assets):

- Some kind of experience in retail, sales, client-facing and/or customer service
- Experience in marketing
- Experience in communication using team tools such as Slack

NOTE:

This position is funded through the Work Study program only. Job offers will be made subject to the student's approval for Work Study. Please review the eligibility criteria for Work Study to see if you will be eligible. Unfortunately, international students are not eligible for Work Study funding, but can still apply to this job. You can find information on Work Study here:

<https://www.sheridancollege.ca/admissions/financial-aid-and-awards/work-study-assistance.aspx>