



## Frequently Asked Questions (FAQ) for PIVOT Experts

### Who can apply to be a PIVOT expert?

Experts are experts in their field and have a proven ability to work with diverse businesses in navigating times of uncertainty. **PIVOT** is looking for:

- Legal experts
- Digital and social media strategists
- Marketing specialists
- Accounting and finance professionals
- Human resource managers
- Operations and strategy experts, and
- Website and content creators.

All experts will submit a brief cover letter and resume to I&E staff outlining area(s) of expertise and why you're the best fit for the program.

If your field of expertise is not included but feel that your expertise will add value to the program, please reach out to the I&E team at [innovation@yukonu.ca](mailto:innovation@yukonu.ca) for further details.

### What is the compensation as a PIVOT expert?

**PIVOT** is a partnership between I&E and the Canadian Northern Economic Development Agency and Government of Yukon to support Yukon businesses through the COVID-19 crisis and beyond. The program mandate is to help as many Yukon businesses as possible with a fixed budget. While the program will most likely only be able to offer fixed hourly rates due to this reality, please include your most competitive hourly rate and hours of availability for the upcoming three months as part of your cover letter and resume submission.

### When is the deadline to apply?

There is no deadline for applying to be a **PIVOT** expert. The intake is rolling.