

Job Title: Marketing Intern
Reports To: Marketing Coordinator
Department: MARKETING
Location: Westport, CT
Payroll: Newman's Own, Inc.
Classification: Non-Exempt

Compensation: \$16/hour

Timing: 10-40 hours per week, start immediately

Background

Newman's Own is the delicious junk-free food brand that helps kids who face adversity. Newman's Own, Inc. (NOI) is the for-profit commercial organization that makes this food and gives 100% of its after-tax profits to Newman's Own Foundation. Newman's Own Foundation (NOF) is the not-for-profit organization that uses this money to nourish and transform the lives of children who face adversity.

Position Overview

This position is a hybrid paid internship. Some flexibility in the work schedule is available to accommodate academic and summer schedules. The Marketing Intern supports day-to-day social media, PR and live activation marketing activities led by the Marketing team. The product portfolio includes the following categories: frozen pizza, salad dressings, pasta sauce, salsa, oil & vinegar, cookies, popcorn, lemonade, and dog treats. Integrations with Newman's Own licensed products (i.e., coffee, tea, etc.) may be within the scope of this role.

Primary Responsibilities

- Develop student brand ambassador program and manage campaigns.
- Handle social media communications including assembling and shipping influencer gift boxes.
- Identify potential influencer partners leveraging social media research and influencer management tool.
- Monitor social media for product, brand and competitive mentions and related conversations. Identify opportunities for Newman's Own to join key conversations and engage with the community on social media.
- Assist Marketing Coordinator and Social Media Manager with daily tasks associated with community management, ambassador and influencer campaigns, brand activations, and media sample requests.

Secondary Responsibilities

- Update digital recipe library across website and social media channels and recommend future recipe development opportunities.
- Research assets for potential social media use and negotiate usage rights as needed.
- Support and attend on-site brand activations, which may include occasional weekends.

- Make minor updates to WordPress website as needed.

Skills and Characteristics

- Enjoys engaging audiences on social media
- Very social media savvy
- Strong writing skills
- Quick, tech savvy learner
- Able to manage multiple projects at once
- Works well collaboratively and independently
- Creative thinker
- Highly resourceful
- Passionate about food
- Problem-solving and can-do attitude
- Strong Microsoft Excel and Word skills

Education and Experience

- College students with Marketing or related major preferred
- WordPress experience is a plus