

## **Sample Job Descriptions:**

**Students will have the opportunity to rank choices of assignment.**

### **Marketing Internship Responsibilities**

- Assist with researching market trends across retail, club, food service and industrial sectors of business
- Assist with documenting results of consumer sampling programs
- Assist with reviewing sell sheets and product labels prior to printing
- Assist with shipping out marketing materials to trade shows, wheel cracking events and in-store demos
- Fulfill marketing collateral requests from Sales team and broker network
- Enter invoices into budget spreadsheets and assist with tracking spend
- Maintain and update trade and consumer websites
- Assist with developing and running social media promotions
- Assist with building a label database for use by employees outside of the Marketing department
- Assist Marketing Director, Project Managers with projects on an as needed basis

### **Skills Needed**

- Strong interpersonal skills - comfortable asking questions and interacting with many different people both inside and outside the organization, as well as domestically and internationally
- Skilled in Word, Excel and PowerPoint
- Working knowledge of Photoshop and Illustrator
- Works well independently
- Very organized and detail oriented
- Strong analytical and problem solving skills
- Pursuing a BA in Marketing or related field a plus
- Has a passion for cheese!!!

## **Internship Description**

The internships involve merchandising and sampling the range to consumers and working closely with key retailers in designated markets. Applicants should currently be studying for a Business, Marketing or Food related qualification and possess a full, valid driver's license. Previous sales or merchandising experience is highly desirable, while excellent communication and interpersonal skills and a friendly personality are essential. The ability to self-motivate and work unsupervised is critical.

Job Title: Sales & Marketing Internship

Job Summary: The role of the Sales & Marketing Intern is to promote company Brands, primarily to consumers, by working with retailers in a specified market.

Key Areas of Responsibility:

1. To perform in-store demonstrations for company products at a minimum of 4 days per week.
2. To carry out store visits for the remainder of the week to ensure that company products are correctly merchandised and placement of point of sale material in stores is apparent.
3. To prepare regular weekly reports to your direct reporting manager on your activities in the market and highlight any issues of note.
4. To work with the Sales & Marketing Executive/Regional Manager for the region to ensure that all sales promotions are executed appropriately with specific accounts.
5. To prepare for attendance at Food Shows and events locally as required.
6. To complete a comprehensive market report at end of placement. Detail of such will be provided by your direct report/manager.

Requirements:

- Excellent communication and interpersonal skills.
- Previous sales and/or merchandising experience in the food/drinks industry is desirable but not necessary.
- The ability to self-motivate and work unsupervised.
- A willingness to travel within the sales region.
- A full driver's license.

**Position: RETAIL MERCHANDISING INTERN****Overall Job Responsibility:**

To improve the distribution of company products by making professional sales calls on retail store personnel at Supermarkets and Specialty Food Stores in a pre-defined geography which ultimately will increase company sales.

**Expected Activities:**

- Professionally present company Products and Programs to retail store personnel (deli managers, etc); and record/document feedback.
- Set-up branded point-of-sale/décor on company products at the point-of-purchase to increase consumer awareness.
- Conduct occasional demos (sampling events) at high profile retailers; and record/document consumer feedback.
- Regularly gather and report information on company competition at store level (including products varieties, pricing strategies, and point-of-purchase marketing tactics).
- Provide a written weekly summary report to management on all activities and the info gathered.
- Make a “2016 Retail Merchandising Intern” power-point presentation to all company Employees at programs end.

**Expected Value to the Intern:**

- Improvement in overall communication skills (verbal, written, and electronic)
- Improvement in overall presentation skills (verbal, written, and electronic).
- Exposure to multiple levels of company management and departments so he/she understands how a successful company works as a team!
- Gain an introductory knowledge of the Retail Food Business.
- Exposure to networking opportunities for future career development.
- Enhancement of his/her working resume with real world experience.

## **Internship Description**

### **Tasks can include, but aren't limited to:**

- Plan, coordinate and attend marketing events and tradeshow.
- Help design and deliver presentations to provide product training to sales team.
- Plan and assist in execution of marketing promotions and campaigns.
- Help collect and provide data analysis / trend tracking for Specialty Cheese Sales and Marketing teams through various outlets of market research.
- Assist with day-to-day coordination of social media channels.
- Cheese competition award entries. Work with customer service on ordering in samples and shipping as needed.
- Miscellaneous organization projects. Clean out label and marketing rooms in mezzanine.

### **Requirements:**

- Pursuing bachelors' degree in Marketing, Communication, Business, or related field.
- Excellent verbal and written communication skills
- Must possess attention to detail and professionalism..
- Ability to work in a team environment and handle multiple tasks.
- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Ability to work flexible hours and days
- Working knowledge of computer programs (i.e. Excel, Word, etc.)