



Tubby's Taste Social Media Internship Job Description

INTERNSHIP HOST INFORMATION

Company Name:	Tubby's Taste
Contact Name:	Danielle Tubbs
Contact Title:	Owner
Company Description:	Tubby's Taste is a vegan online cookie company. Each uniquely flavored vegan cookie of ours tells a story inspired by our Jamaican-American roots! Made with organic, nut- and soy-free ingredients, and boasting flavors like Mango Coconut Lime and Oatmeal Rum Raisin, you've NEVER had vegan cookies like this!
Total number of current employees:	1
As a company, why do you want to be an internship host:	We want to be able to provide work experience to a member of our west side community.
What are you hoping to learn and/or experience from having an intern:	We'd love to learn more from the intern's perspective about marketing as well as establish more of our company culture/management practices.

INTERNSHIP PROJECT DETAILS

Internship Title:	Social Media Intern
Number of internship positions currently available:	1
Internship Description:	<p><i>(Please describe the overall project scope and the intern's responsibilities.)</i></p> <ul style="list-style-type: none">• Identify at least 5 new publications, blogs, or newspapers that would be a good fit with the brand• Increase sales of subscription boxes• Create a plan to convert 20% of one time customers to subscribers• Increase social media engagement by 50% and design marketing campaign around introducing the stories behind the brand• Create and reach 50% of customers with Target Market Survey in order to learn more about our customers and their why
Internship Objectives:	<p><i>(Internships should enhance the intern's skills and experiences, and should also provide interns with a broader view of the business and company. What are the specific skills the intern will obtain from this opportunity?)</i></p> <ul style="list-style-type: none">• Ins and outs of branding and managing a brand including running marketing campaigns• Planning content for social media
Required Skills:	<p><i>(Please include any functional, technical, interpersonal, or software skills.)</i></p> <ul style="list-style-type: none">• Proficient in Microsoft Office, Google Suite, Canva, and Buffer. This internship will be remote, so Intern will need their own computer• Clear verbal and written communication skills, passion and eagerness to work with the Tubby's Taste brand.• Attention to detail, high level of empathy, strong work ethic, a hunger to learn and work within the startup space.

Additional Requirements:	<p><i>(Please include any additional requirements an intern must have, such as a 4hr stage, a valid driver's license, access to a car, be willing to travel, slip resistant shoes, etc.)</i></p> <ul style="list-style-type: none"> • Previous marketing internship experience is a plus • Interest in the food & beverage industry
Compensation:	<p>Through ICNC/The Hatchery's PepsiCo Grant, interns are allowed to work a maximum of 160 hours at \$13.50/hour for a total of \$2,160 – this cost is covered and paid for by this grant.</p> <p>Interns will submit their time sheet on a biweekly schedule and their internship stipend will also be given to them on a biweekly schedule.</p> <p>Interns are considered independent contractors and they will need to complete a 1099; please note, no taxes are taken out of your stipend check.</p>
Duration:	<p>Start Date: 10/19/2020 Anticipated End Date: 12/31/2020</p>
Schedule:	<p>Number of Hours per Week: 8 - 16 Days of Week: Wednesdays, Thursdays, and Fridays Hours: Flexible between the hours of 8am and 4pm Location: Mainly remotely; however, there will be days you will need to work at The Hatchery @ 135 N. Kedzie Ave. Chicago, IL 60612</p>
Post-Internship Employment:	<p><i>(Will there be an opportunity for Full Time employment after graduation?)</i></p> <p>The opportunity to be hired really depends on our finances, I can see a longer hourly internship but I can't hire full time staff.</p>