

PAID, REMOTE INTERNSHIP OPPORTUNITY

DIGITAL MARKETING INTERN

for

COOKING WITH MAMMA C

Employer: [Cooking with Mamma C](http://CookingwithMammaC.com)

Website: <https://CookingwithMammaC.com>

Address:

13901 State Road

P.O. Box 33124

Cleveland, OH 44133-0124

Employer Contact Information:

Andrea Castrovillari, Publisher

andrea@cookingwithmammac.com

216.905.5680

About Cooking with Mamma C

*Andrea Castrovillari launched her **food blog**, Cooking with Mamma C, in 2014. She shares family recipes and her own creations from her Italian-American kitchen. Andrea cooks from scratch as much as possible and emphasizes using fresh, minimally processed ingredients.*

*Cooking with Mamma C attracted **nearly one million unique visitors (users)** during 2018 .*

*Cooking with Mamma C recipes have appeared on the websites of: **BuzzFeed, Huffington Post Canada, MSN, Country Living, Reader's Digest UK, Greatist, Foodgawker, Food Fanatic***

About Andrea Castrovillari (BSJ OU '91) Editor of The Post (1990-91) (MPOD, CWRU 2011)

Andrea grew up in an Italian family that always ate delicious, homemade meals. Her mom is from Naples, and her in-laws are from Calabria, so Andrea knew she had to become a great cook too, if she wanted her own family to eat well.

She is devoted to her hubby and two kids (technically young adults)! Andrea's daughter is a nursing student at OU, and her son is a graduate of Kent State University.

A former journalist, Andrea left the field years ago to work in the nonprofit sector, where she raised tens of millions of dollars for great causes. She now volunteers as a board member of a local nonprofit organization.

Internship Qualifications:

- Must be enrolled as a student at Ohio University's Scripps College of Communication
- Must have own computer to use for work
- Previous experience in social media marketing, graphic design and digital media desired (can be school projects)
- Familiarity with recipe attributes helpful (understanding what is gluten free, vegan, vegetarian, low carb, keto friendly, etc.)

Internship Responsibilities (for Spring Internship – Summer Internship duties will be similar)

- Submit brief summaries of recipes to recipe sharing websites
- Design pins for Pinterest
- Create and schedule Instagram posts (and possibly other channels)
- Create recipe videos using existing still photos (using Animoto or Lumen 5)
- Design an e-book of recipes (if time)
- Participate in weekly phone meetings (plus any brief phone calls as needed)
- Respond to Andrea's emails/messages within 24 hours (even on the weekend, if needed)
- Track hours and progress (such as in an Excel spreadsheet) and keep Andrea updated on status

Skills & Attributes

- Excellent spelling & grammar
- Great attention to detail
- Solid writing skills
- Good graphic design (able to submit a decent first draft, take feedback & make requested changes)
- Good marketing sense – able to produce content that entices visitors to click through
- Able to bring ideas to the table
- Willing to take direction and guidance
- Able to manage time well and submit deliverables on time
- Able to learn quickly
- Comfortable communicating long distance; not afraid to ask questions
- Sense of humor!

Tech, Software & Apps Ability

- Photoshop, Canva or other software used for design
- Animoto or Lumen 5 (or ability to learn quickly)
- Google Drive
- Microsoft Suite (Word, Excel, etc.)
- Pinterest
- Instagram
- Facebook
- Twitter

Internship Dates

Spring Internship – 13 weeks, 15 hours per week. Work schedule is flexible and may include weekends. Exact days and hours will be determined by intern, as long as 15 hours are completed each week and deadlines are met. In general, it may be best to work 2-4 hours per day, five days a week.

Start Date: Monday, February 4, 2019

End Date: Saturday, May 11, 2019

(includes a week off for Spring Break from March 10-16)

Summer Internship – 13 weeks, 15 hours per week. Work schedule is flexible and may include weekends. Exact days and hours will be determined by intern, as long as 15 hours are completed each week and deadlines are met. In general, it may be best to work 2-4 hours per day, five days a week.

Start Date: Monday, May 13, 2019

End Date: Saturday, August 10, 2019 (or Saturday, August 17 if a week off was taken during the summer)

Compensation: \$8 per hour for no more than 195 hours (for a total of \$1,560). Payment will be issued every two weeks.

Application Deadline: Tuesday, January 22, 2019 for the Spring Internship. If you also are available for the Summer Internship, please indicate that. A separate deadline will be issued for the Summer Internship, if that does not get filled from the first pool of applicants.

Application Requirements: Submit via email to Andrea@CookingwithMammaC.com

- Cover Letter – Tell me why you want this internship, why you are a good fit, what you want to learn
- Résumé
- Work Samples (attach or send a link)
- Three References

In-Person Interviews of Spring Internship Finalists will take place at the OU Inn on Sat., January 26

Morning interviews will be scheduled, times TBD