

## Youth Marketing Internship Job Posting

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Application Deadline: August 11, 2019

Overview: Juno Food Labs is a Manitoba based food processing start-up company that is preparing to launch an innovative new food product made using conventional meats and plant-based protein in early fall.

We're looking for a marketing intern with a passion for food and diverse skill-set to help us prepare for our launch. The type of work we need you to do will vary significantly but will include marketing content development, general research, event planning, recipe testing, and product sampling.

If this sounds like the right job for you, please send a resume and cover letter to [HR@junofoodlabs.com](mailto:HR@junofoodlabs.com) by August 11, 2019. If you have any great work or an entire portfolio that you want to show off, please include a link to a cloud drive folder (Dropbox, Google Drive, etc).

### Duties and Responsibilities

#### Content Marketing

- Work with our product development team as they develop new recipes that feature our product and develop marketing content including writing recipe narratives, taking and editing photos, and creating social media posts.
- You'll need to ensure that all content is consistent with overall brand identity.
- Support the ideation, research, prototyping, and testing of new products.

#### Digital Media

- Contribute to the development of a digital media strategy.
- Plan schedule for social media planforms including Instagram, Pinterest, and Facebook.

#### Marketing Research

- Monthly report on food industry marketing campaigns.
- Complete a monthly scan of emerging food trends and report results.
- Complete research on retail, restaurant, and institutional customers.

#### Production Assistance

- Assist with sample production (minimal).

#### Event Planning

- Assist with planning our launch event including tracking RSVPs, coordinating with vendors, event promotion, and

#### Sampling

- Act as a company ambassador through in-store sampling program.
- Collect information about consumer engagement.
- Prepare food products to be sampled.

- Follow strict food safety programming.

#### Other

- Putting up event flyers, writing thank you cards, doing dishes and mopping floors. We're a start-up and need you to be a bit of a jack of all trades.

#### Skills and Qualifications

- Applicants must be 30 years old or younger. Sorry to those born in the first half of 1989.
- A cooking/culinary arts background would be helpful but not necessary. A passion for food and desire to be a part of something new and exciting is required.
- Strong communication skills in general. Every job posting probably asks for this, but that's because it's important.
- It would be great if you have event planning experience but even if you don't, a demonstrated ability to keep organized and manage multiple tasks is critical.
- Social media savvy.
- We're thinking that you'll likely have recently graduated from a marketing or creative communications program. If you didn't but you think this would be a great job for you, then you should definitely apply! Our founder studied economics and grinds meat for a living now. You never know where your background will lead you.

#### Other Consideration

- This internship is supported by Agriculture and Agri-Food Canada's Youth Employment and Skills Program. Hence the requirement for applicants to be 30 years old or younger. Indigenous applicants are encouraged (but not required) to identify their background in their cover letter.
- Juno Food Labs is committed to providing opportunities for people facing barriers to employment, including but not limited to: living with a disability, living in a low-income household, being a single parent, living with family care responsibilities, having involvement with the justice system. If you face any of these or other barriers to employment, please indicate so on your application. We are able to provide supplemental financial assistance to candidates to overcome barriers.
- This internship is for six months, however, there is a possibility of ongoing employment after the term ends.
- Interns who are hired full-time after the conclusion of their internship will have their internship time applied to their employee stock option program qualification period.

#### Job Details

- 35-hour workweek.
- Compensation is \$15/hour.
- Primary work location is a co-working space in the Exchange District.
- Health Spending Account contributions provided.
- Mobile phone and technology allowances provided.