The Upcycled Food Association is leveraging market forces to prevent food waste by coordinating hundreds of companies around the world and empowering millions of consumers to prevent climate change with the products they buy. We are looking for enthusiastic, talented people to join our team!

We are looking for a Content Marketing Intern to help drive awareness of upcycled foods through social media. The Content Marketing Intern is responsible for coordinating and executing the Upcycled Food Association’s social media strategy, working across key social media channels including Twitter, Instagram, Facebook, Linkedin, Pinterest, TikTok, and Clubhouse. This role offers a total immersion into a growing 501c3 non-profit and the successful candidate will work closely with the Marketing Director and Marketing Analyst to identify, conceptualize, design and execute campaigns to boost engagement, educate and inform our audience about the upcycled food movement. The Content Marketing Intern will help create content calendars, develop and distribute text and video-based content, monitor social media channels, and support promotional and marketing efforts. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among clients and candidates. We are looking for someone who is passionate about food waste prevention, the number one solution to climate change, and is motivated to make a difference!

Position Title - Social Media Manager

- Commitment of 10-20 hours per week
- 3-month contract
- Anticipated start date: January 2022

Supports: The Marketing Director and Marketing Analyst

Responsibilities:

- Plan and execute digital marketing campaigns on all social media platforms including Facebook, Pinterest, Instagram, Twitter, and LinkedIn
- Primarily focused on content planning, editing, and copy editing short-form content including landing pages, one-pagers, captions, and more.
- Actively engage with brand partners to build relationships and momentum around the upcycled foods movement
- Stay updated with the latest social media best practices and technologies
- Present internally on the bi-weekly performance of all social media platforms as well as any recommendations to drive additional growth
- Create and update social media influencer lists
- Manage our editorial calendar and content team projects
- Help brainstorm new ideas on how to engage our audience through content marketing, on-site events, online engagement, etc
Requirements:

- 1+ years’ experience working with social media or communications
- Ideal candidate is a college student or a recent graduate
- Preferred majors: Marketing, Communications, Journalism, Media Studies, Digital Communications, English or a similar degree
- Must have great writing and organizational skills
- Must be willing to be motivated and represent our organization in a positive way

Desired Skills:

- The ability to write, edit, create visuals, and publish content quickly
- A passion for sustainability, food waste, and scalable solutions!
- Excellent written and verbal communication skills
- Attention to detail and problem solving skills
- Strong organizational skills with the ability to multitask
- Experience in CPG, food and beverage industry is a plus

This opportunity is

- For someone interested in working to combat the climate crisis
- For someone excited by being a part of a rapidly growing global environmental movement
- For someone who believes consumers hold the key to solving the climate crisis
- One for which women, Black, Indigenous, People of Color, and LGBTQ+ are encouraged to apply
- One for which all ages are encouraged to apply
- One for which no identity variables whatsoever will be used to discriminate

Benefits

- An energetic, open, positive, communicative, and supportive team
- Exposure to a large network of companies, from CPG startups to legacy food companies
- 100% Remote work opportunity
- Ability to scale the single greatest solution to climate change while managing a brand that will reach millions of people

How to Apply: Please send cover letters and resumes to esther@upcycledfood.org