

PR & Marketing Internship

Los Angeles, 10/10/22

About Us

The food business is evolving and moving faster than ever. Consumers are demanding more plant-based food options and rightfully so. They want to eat healthy and commit to sustainable food ingredients to preserve our planet for generations to come.

Green Boy Group (www.greenboy.com/) helps food manufacturers fulfill this increasing demand by supplying the highest quality non-GMO, plant-based and organic food ingredients on a global scale.

Now entering an exciting phase of growth, we are looking for an ambitious and dedicated PR & Marketing Intern to join our growing team.

About the Role

We have a 6-10 month opportunity for a PR & Marketing Intern to join the Green Boy Group team based in Los Angeles for 2-3 days a week.

This is a rare opportunity to join a collaborative team in which you will be able to co-create and execute the PR & marketing strategy of the company.

You will be involved in various marketing activities: From media buying to campaign brainstorming to a curation of a biweekly industry facing newsletter. This role will allow you to gain experience in a broad spectrum of marketing. Throughout the internship there is room to put focus on what you want to develop in further.

Responsibilities

- Identify suitable media partners to expand Green Boy Groups brand awareness
- Curating a biweekly business newsletter with updates from the protein starch and syrup industry.
- Curating blog posts and improving website SEO
- Assisting with market research to inform the marketing strategy
- Co-creation of the pr & marketing strategy of Green Boy Group
- Occasional content creation & graphic design for presentations
- Posting on social media channels (LinkedIn, Facebook)

- Participate in plant-based Events in Los Angeles and across California.

About You

- Enrolled in or graduated from a Communications Program or similar degree
- Knowledge of B2B marketing
- Strong marketing research skills (competitor analysis, market analysis, opportunity analysis,...)
- Ability to work across multiple challenging projects as a cross-functional team member
- Good visual language and graphic skills (Adobe Creative Cloud, Keynote, Powerpoint, Canva)
- A interest in the plant-based food industry
- Excellent verbal and written communication skills with the ability to liaise with internal and external stakeholders
- A commitment to provide the highest quality product to strict customer specifications
- Highly developed problem-solving and analytical skills, initiative, and resourcefulness

Why Green Boy?

- Be part of a supportive and talented team
- Opportunities for career development
- Be part of an excellent culture that holds true to company values
- Support for continual growth

Applications

For further information on this fantastic opportunity to join a leading brand in the industry, please email your application with a current CV and a brief motivation letter to nina@greenboy.com.