



### **Metz Culinary Management, Marketing & Communications Intern**

New College of Florida Campus

Minimum of 20 hours for 10 weeks, not to exceed 40 hours/semester

\$10/hour (College credit is also available)

As an intern with Metz Culinary Management you will perform various tasks and responsibilities associated with a future career in marketing communications. Responsibilities include on-site promotion implementation; digital brand management; maintaining and taking stock of current on-site marketing resources; assisting with guest outreach; photography, news story writing; and other duties as assigned. One or two semester internship opportunities are available during the academic year (August to May).

The ideal candidate is someone who is outgoing and has a strong interest in the culinary arts and marketing. Design experience is not required nor is it expected for this position.

#### **Basic Qualifications:**

- Currently enrolled as a sophomore, junior or senior at a four-year University
- Marketing, Communications, Public Relations or Business majors are preferred
- Ability to work a flexible weekday schedule and some nights and weekends
- Strong attention to detail and willingness to learn
- Desire to be creative and collaborative

#### **General Responsibilities:**

- Comply with corporate brand identity and guidelines
- Implemented and follow through on national marketing programs
- Assist with maintaining account's website, Feed us Your Thoughts board, social media channels, and digital board content
- Assist with marketing merchandising (posters, flyers, napkin inserts, promotion tables, etc.)
- Support front-of-house TASTE implementation
- Execute Annual Dining Survey (fall semester) and Earth Week promotion (spring semester), along with monthly food committee meetings
- Develop 1 – 4 special projects per semester that engage guests
- Contribute to the Monthly Marketing Report (MMR)
- Document and track work
- Capture event success through photography

### **Student Marketing Intern Weekly Task List**

- Participate in weekly huddle with general manager/marketing manager
- Implement national marketing promotions
- Social Media – schedule posts and respond to guests comments
- Walk through locations to review and maintain the highest of appearances for digital and print support materials (digital screens, napkin inserts, flyers, posters, frames, welcome board, Feed us Your Thoughts, etc.)
- Take photos of catering events, guests dining, food offerings, and engaging employees
- Assist with TASTE
- Work on self-lead marketing project

### **Student Marketing Intern Monthly Task List**

- Coordinate with general manager/marketing manager for upcoming marketing promotions
- Submit monthly social media calendar to leader
- Attend and participate in monthly marketing calls
- Assist with MMR
- Work on self-lead special marketing project
- Identify point-of-sale (POS) opportunities
- Review school calendars and identify marketing opportunities

### **Student Marketing Intern Semester Task List**

- Coordinate with general manager/marketing manager for monetary breakers and campus special events (i.e. Welcome Back Events, Open House/Accepted Student Days, Summer Orientation, annual dining survey, Earth Week, celebration days, Finals Breakfast, etc.)
- Manage at least one contest/promotional giveaway
- Shadow at least one catering event from start to completion
- Attend Marketing Introduction Training and GREAT training

### **HOW TO APPLY**

To apply, please email your resume and two (2) writing to Catherine Segar, Metz Marketing Manager at [csegar@metzcorp.com](mailto:csegar@metzcorp.com). All applications must be received by August 14, 2018 at 5 p.m.