



Position: Marketing & Communications Intern

Part-Time (10-15 hours/week) \$12.32/hr

Desired internship term: 8-12 months

About Chef Ann Foundation:

The [Chef Ann Foundation](#) (CAF) believes that every child should have access to fresh, healthy food every day so that they can develop healthy eating habits to last a lifetime. We think the greatest impact can be had through changing school food. By providing school communities with tools, training, resources, and funding, we are able to help schools create healthier food and redefine lunchroom environments. To date, we've reached over 11,000 schools and over 3.2 million children in all 50 states. Our major programs include:

- [The Lunch Box](#) (TLB): A massive online resource site that provides free, step-by-step guides, tools, and recipes to help schools improve their food programs.
- [Get Schools Cooking](#) (GSC): A program that provides hands-on support through a Director's workshop, on-site assessment, strategic planning, systems grant and peer-to-peer collaboration.
- [Salad Bars to Schools](#) (SB2S): A grant program that helps schools expand their commitment to serving fresh fruits and vegetables by implementing salad bars as part of their daily meal programs.
- [School Food Institute](#) (SFI): An online educational program developed by the Chef Ann Foundation to give school food service professionals and childhood nutrition advocates the in-depth training, operational skills, and strategic vision necessary to improve school food.

The Marketing & Communications Internship is designed to enhance the digital media presence of the foundation, support the promotion of our school food programs and marketing campaigns, and collaborate with development to enhance fundraising initiatives. It is important for our interns to have strong writing skills and be able to communicate research findings, interviews, and the foundation's work in an easily digestible and clear manner. Please note that you will not work directly with children for this internship. Below is a list of responsibilities:

Major Responsibilities:

- Manage social media platforms for the organization (including Facebook, Twitter, LinkedIn, TikTok and Instagram).
- Work with the Marketing & Communications Manager to produce content for our blogs, newsletters, and social media.
- Connect with community supporters and donors through social media to encourage their support of our mission.
- Create compelling content that will serve to engage current supporters, while acquiring new supporters.
- Promote events and share successes of the organization and our grantees.
- Update existing web content and post new web content to the Chef Ann Foundation and The Lunch Box websites.

Other Responsibilities:

- Research recent studies related to school food, farm-to-school, sustainability in schools, and childhood wellness.
- Assist with planning, marketing, and implementing fundraising events.
- Assist with digital stats reports that track user engagement across social media platforms and websites.
- Support creation of email marketing campaigns via platforms such as Campaign Monitor
- Support other marketing, event planning, and programming projects as needed.

Knowledge and Qualifications:

- A passion for health and strong interest in childhood wellness.
- Must have a personal computer and phone for use throughout the internship.
- Bachelor's degree or undergraduates in their Junior or Senior year preferred.
- Experience in social media management preferred (in a corporate or organizational context).
- High level of computer proficiency including but not limited to: Microsoft Office Suite, Adobe Creative Cloud, Canva, email management systems, video conferencing, and webinars.
- Excellent written and verbal communication skills.
- Attention to detail and organizational skills.
- Ability to multi-task and complete projects related to various programs.
- Skilled in research and communication of research findings.
- Experience working in website content management systems is a plus.
- Ability to work independently as well as collaboratively.

Through this internship you will:

- Gain experience working with a small non-profit in a variety of marketing areas, including:
 - Digital & content marketing
 - Search engine optimization (SEO)
 - Social media marketing
 - Paid search (Google Ads)
 - Email marketing
 - Multi-channel analytics
 - Integrated event planning
- Become familiar with health-focused work and major industries and non-profits working in public health.
- Build and expand your professional network.
- Be an integral part of a small team that works collaboratively and values all team member's opinions.
- Learn about school food operations and how to create systematic change.
- Support children's health across the country!

To Apply:

Please submit a cover letter and resume to danielle.c@chefannfoundation.org with the subject title "Marketing & Communications Intern." **The application deadline is Friday, July 2nd.** Position is remote and can be based anywhere in the U.S (Mountain Time preferred). CAF is committed to the incorporation of Diversity, Equity and Inclusion (DEI) throughout our organization, including increased efforts to hire, support, and engage BIPOC, LGBTQ+, and other historically marginalized groups.

The Chef Ann Foundation is an equal opportunity educational institution and does not unlawfully discriminate on the basis of race, color, ethnicity, sex, gender identity/expression, national origin, creed, religion, age, sexual orientation, disability or veteran status in admission or access to, and treatment and employment in its educational programs or activities. At the Chef Ann Foundation, our work to ensure access to fresh, healthy school food for all is built on the idea of equity. We support and celebrate difference, and our team and community are stronger with every new voice. CAF is proud to be an equal opportunity workplace.