**POSITION AGREEMENT**

**Marketing Intern**

**KuKuRuZa’s Goal:**

To provide the **world’s best gourmet popcorn experience**, each and every time.

**Marketing Intern’s Role:**

To ensure that kuKuRuZa achieves its stated goal, the Marketing Intern’s role is to support the Marketing Manager by completing specific projects that work towards increasing the company’s sales over last year so that we can continue to create remarkable customer experiences for as many people as possible. To accomplish this, the Marketing Intern:

1. Assists Marketing Manager by completing everyday marketing tasks as detailed below
2. Completes special projects assigned to them by the Marketing Manager
3. Generates ideas for new projects and reports them to the Marketing Manager

**Critical Skillsets:**

* Ability to use design programs efficiently
* Experience using html based web host programs
* Self-directed
* Ability to communicate with Design professionals, President and Marketing Manager
* Ability to work with President and Marketing Manager to receive and give critical feedback
* Ability to maintain organized paper trail to ensure that Marketing Manager and President can modify work later as necessary
* Ability to identify consistency issues between marketing materials

**Standards of Professionalism:**

As with all positions at KuKuRuZa, maintaining high standards of professionalism is essential to the acceptable completion of the Marketing Intern’s role. Minimum standards of professionalism include:

* Being professionally attired and focused on work while in regional stores or meeting with associates
* Maintaining a positive attitude and treating coworkers with respect
* Advising your manager when something is preventing you from completing your job to specification

**ACCOUNTABILITIES:**

* Completes everyday marketing needs including:
  + Managing the KuKuRuZa facebook page
  + Creating twice monthly mailers
  + Updating the KuKuRuZa website with new products, featured items, and press articles
  + Entering metrics into tracking systems to assist in evaluating KuKuRuZa’s marketing success
  + Assisting in editing blog posts, transcribing videos, and sorting through store provided media for internet use
* Complete special projects assigned by Marketing Manager
* Communicate needs to Marketing Manager
* Maintain a clean and orderly work space
* Maintain clean and orderly records, shared via Dropbox for future access

If anything about the position is not 100% clear, the Marketing Intern is responsible for seeking clarification with their supervisor.

By signing below, you agree to fulfill the above responsibilities to the best of your ability each and every work day, and to continually strive for perfection in this role. You are acknowledging the importance of this role to KuKuRuZa’s continued growth and success.

**Hourly Commitment:** 12-15 hours per week for a 10 week period defined here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Starting Salary:** Unpaid Intern Position

**Future Opportunities:** When we are considering expanding our marketing department, the first people we will consider are those who have already worked or interned for us.

**President**

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marketing Intern**

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_