

**Marketing and Events Internship
Food Literacy Center
Sacramento, CA**

About Us:

At Food Literacy Center, ***we inspire kids to eat their vegetables***. Food Literacy Center came to life in July 2011 to fill a critical gap: we engage volunteers, AmeriCorps members and staff to help individuals improve their knowledge, attitude, and behavior towards real food. Partnering with afterschool programs and libraries, we teach food literacy education to 1,000 (and growing!) K-6th graders in low-income schools a week, using fun, approachable lessons teaching kids to cook, about nutrition, and where their food comes from. Our kids become food adventurers!

Why our work matters:

- Despite being America's Farm-to-Fork Capital, Sacramento has a 40% childhood obesity rate, and many students and families live in food deserts.
- Overweight kids have a 70-80% chance of staying overweight for their entire lives, and obesity disproportionately affects low-income and minority children.
- Obesity is now regarded as more damaging than smoking or drinking.
- Being overweight can negatively impact a child's self-esteem, behavior, friendships, and academic performance.
- All of these problems are preventable--if we eat our vegetables. But we have two generations of Americans who do not know how. That's where we come in.

We believe food literacy matters. Learn more about us at www.foodliteracycenter.org.

About this peachy position:

Marketing and Events interns support the Marketing and Events Specialist and Coordinator. Interns learn the ins and outs of a robust marketing and events program at a start-up non-profit, contributing at the ground level. In this position you will learn the basics of assisting with community relations, press outreach, and communications strategies used in the non-profit sector.

Here's what you'll learn as our daikon Marketing and Events Intern:

- *Public Relations:* Including writing press releases and calendaring press events.
- *Website Maintenance:* Including updating and maintaining events on website.
- *Events Management:* Including vendor relations, event preparation and wrap-up.
- *Social Media:* Including updating various accounts and managing multiple messages.
- *Database Management:* Including updating and maintenance of donor and vendor databases.

As a Marketing and Events Intern, you'll exhibit these competencies:

- *Strong Writing Skills:* You'll need to be able to communicate in writing clearly to a number of different audiences.
- *Customer Service Oriented:* You'll need to be able to work with a variety of different people in the spirit of serving their needs.
- *Detail Oriented:* You'll need to focus in on the details to ensure a successful event.
- *Problem Solving:* You'll need to take the initiative to achieve goals in a results-focused work environment.
- *Love working in a team:* Food Literacy Center is a small, grassroots, growing organization. As an intern you'll be able to jump in on multiple levels to learn how an organization runs its

marketing programs. This will require you to be flexible, willing to learn, and able to work in a team of interns, volunteers, and staff.

- *An attitude of JOY:* Even during times of chaos, you'll need to remain focused, calm and joyful.

All about you!

You'll be successful in this position if you

- Have strong written and verbal communication skills
- Have reliable transportation
- Experience in event planning or social media is a plus.
- Interest or experience in photography, writing, graphic design, and/or film a plus.
- Have a deep commitment to the mission of Food Literacy Center
- Are highly motivated and energetic

Extra points if you

- Have experience working in a small, entrepreneurial, growing team
- Have an understanding or familiarity with local food, food systems, and nutrition
- Have basic cooking skills. (Home cooking is OK!)

Other things to know:

We offer a unique, healthy work culture that celebrates teamwork and vegetable eating!

- This is an unpaid intern position.
- Interns are expected to work 3-4 hours per week, with increased hours during event periods. Internship periods are semester-long.
- Ability to work major events is required. Events vary by semester.
- Internships are semester long.
- You'll need to be able to lift 40 lbs
- We love our veggies, so a vegetable costume may be worn on occasion!

Required event periods:

- *Spring:* Food Film Festival Intern - must work all Food Film Festival dates. (2018 - April 14 & 21)
- *Summer:* TBD
- *Fall:* Food Literacy Month. Dates TBD.

Ready to apply? Great!

Please submit a resume and thoughtful cover letter outlining your interest in an internship at Food Literacy Center to carmen@foodliteracycenter.org, subject: Marketing and Events Internship. Hiring is on a rolling basis. Please indicate your desired internship period in your cover letter.

Food Literacy Center is an Equal Opportunity Employer. We encourage applicants of a diverse background to apply.