

Job Description: Udi's Grassroots Marketing Intern

Summary of Position:

Udi's Gluten Free Foods is one of the fastest growing companies and the number one purveyor of gluten free foods in the United States. As a company, we seek to make gluten free living not only easy and healthy, but also enjoyable and fun.

Thus, the position of Grassroots Marketing Intern affords a student with the opportunity to not only make a positive impact on campus, but also gain very valuable marketing and leadership experience. This position is focused on developing an on-campus grassroots marketing campaign—as well as a university-approved student organization—oriented toward promoting a healthy lifestyle through the use of gluten-free products. This position is available for university credit in addition to compensation based upon performance.

The internship is to be completed at the student's university/college, and generally runs for one academic year.

Benefits:

For providing the aforementioned services, the student will:

- Gain credible and actionable work experience that may be credited as an internship through the university and on the student's resume.
- Acquire extensive leadership skills and experience needed to develop and maintain an organization, which can be credited as a position of leadership on the student's resume.
- Receive a valuable recommendation from an Udi's executive.
- Potential for alternative compensation based upon various criteria and performance.

Duties and Responsibilities:

- Create and organize a official university affiliated organization devoted to living a healthy diet and lifestyle, especially in regards to dietary needs.
- Develop a marketing program to increase awareness of and membership in the organization.
- Create a blog, Twitter account, and Facebook page relating to the new organization.
- Organize campus events including, but not limited to, information sessions, product tastings, cooking demonstrations, product giveaways, etc.
- Routinely communicate with other campus affiliated groups and your campus manager.
- Meet with the university's Director of Food Services, in an attempt to introduce or increase the presence of Udi's Gluten Free Foods products in campus dining facilities.

Interested applicants should send a cover letter and resume to Katie Lampkin at colleambassadors@udisglutenfree.com. Qualified candidates for the internship will be contacted for an interview. Please refer any questions to the email address or call 720-974-5291.

