

2022 Iowa International Business Internship: Frontier Co-op

The Simply Organic Brand Marketing team is seeking an intern to assist in the development of its holiday consumer marketing program and new product launches, with focus on influencer marketing and consumer sampling. This person may also assist in the development of content for brand website and social media. Successful candidates will have previous internship experience, and will currently be pursuing or have recently completed a degree in Marketing, Communications, or related fields.

Responsibilities will include:

- Evaluate influencer marketing and consumer sampling platforms/partners by conducting online research and representing brand on vendor overview calls
- Collaborate with Senior Brand Manager to select platforms/partners and define programs, including budget and ROI
- Coordinate with external vendors developing recipes and other website/social media content

What you will learn:

- How a consumer marketing program is developed, from strategy to execution
- How to evaluate and communicate with marketing service vendors
- How a brand marketing team collaborates on a daily basis, including exposure to various aspects of the brand manager role

Now more than 40,000 member-owners strong, we're dedicated to sourcing and packaging the highest quality spices, herbs and botanical products through our Frontier Co-op, Simply Organic® and Aura Cacia® brands. We're driven by a simple purpose: to do good by our people and planet. And to create a stronger company built on a commitment to quality and sustainability.

www.frontiercoop.com

How to Apply:

Please send your resume and cover letter to jayne-meacham@uiowa.edu. All resumes and cover letters will be screened to ensure they meet the minimum requirements before being forwarded to Frontier on March 25th.

*Note: You will want to address your cover letter to **Becky Holub, Frontier Co-op, Talent and Acquisition Manager.***