



Position Title: Marketing/Communication Intern

Mochas and Javas was established in 2003 with the goal of creating a comfortable, community gathering place where extraordinary beverages and food, and legendary customer service could be enjoyed. Our staff is encouraged to educate our guests about our products, rather than merely selling. We take every measure to provide quality products by avoiding high-fructose corn syrup, and by purchasing natural and organic products at every opportunity. All of our beans are roasted locally and weekly which ensures our coffee is always fresh, and is one of many ways we support local business. We support many community organizations and charities through donations and partnerships. We take responsibility for our environmental impact by using responsible packaging, buying locally, reducing energy consumption, recycling, and composting.

Supervisor: Kevin Carswell, President. Lindsey Busby, General Manager

Objective of Internship:

Continue to brand our image within the community and surrounding areas through the many marketing outlets of Mochas & Javas. Mochas & Javas is currently seeking a fourth location outside of the city of San Marcos and a strong marketing plan will be key for the fourth location's success.

Responsibilities:

- Social media, writing a monthly newsletter and adding new recipients, reputation drive management, working with non-profits, attending Chamber of Commerce events for MJ's.
- Assist in the production and scheduling of promotional events, on and off campus.
- Work with our SEO Company to ensure information on the web is current and accurate. Respond to online reviews when necessary.
- Continue to work with many of our non-profits that we have created a relationship with to enhance our public outreach.

Skills:

- Excellent written and verbal skills.
- A passion for excellence in marketing.
- Educate yourself about Mochas & Javas mission, goals and products so you can discuss with confidence.

Requirements:

- Able to work up to 20 hours per week and at least a minimum of 10 hours per week.
- Must receive college credit for internship. *The internship is unpaid.*

Interested? Please submit resume and cover letter to:

kevin@mochasandjavas.com