



Riba Foods, Inc. - Marketing Internship

Job Description

Job Summary

This marketing internship entails building brand awareness and effectively positioning a product with a targeted market focus on the college campus and its surrounding area.

General Duties

- Use events and social gatherings in the area as a means to promote and demo the product.
- Work with apartment complexes, organizations, groups and clubs in coordinating events to demo the product.
- Events of this nature will require the intern to be present the entire time the product is being sampled.
- Manage social media presence (Facebook, Twitter, YouTube, Flickr, etc.).
 - Photography at events should be used to enhance social media presence.
- Educate consumers on the product's point of difference as part of positioning the product and building brand awareness.
- Always encourage consumer testimonials, photos, ideas, and comments via social media platforms.
- Call on local, independent grocery stores and on campus dining/retail stores to increase distribution.

- Pursue and develop any potential private label opportunities.
- Experiment with different ways of reaching out to consumers (taste tests, YouTube videos, contests, activities, etc.).
- Positively represent the brand with an upstanding self-image, a positive personality, and a high level of enthusiasm.
- Should use creativity, ingenuity, and innovation to market the product.
- Must be articulate, proactive, communicative, self-motivated, positive and sociable.

Qualifications:

- Actively enrolled student at Texas State University.

Compensation:

- Students will be compensated for any promotional events whereby our brand can be sampled. Events of this nature will require the intern to be present and appropriately representing the brand.

***Please send resumes to Devin at devin@ribafoods.com