



Metz
CULINARY MANAGEMENT



Metz Culinary Management, Marketing & Communications Intern

Minimum of 15 hours/week for 10 weeks or 200 hours/semester

\$10/hour

As an intern with Metz Culinary Management you will perform various tasks and responsibilities associated with a future career in marketing and digital communications. Responsibilities include on-site promotion implementation; digital brand management; maintaining and taking stock of current on-site marketing resources; assisting with guest outreach; photography, news story writing; and other duties as assigned. **Internship is for the academic year beginning the third week of August and concluding on or before April 27. Summer opportunities are also available!**

The ideal candidate is someone who is outgoing and has a strong interest in the culinary arts and marketing. Design experience is not required nor expected.

Basic Qualifications:

- Currently enrolled as a junior or senior at a Metz account in good academic standing
- Must be an Advertising, Marketing, Communications, or Public Relations major
- Ability to work a flexible weekday schedule and some nights and weekends, as well as attending one to two calls and webinars per month
- Strong attention to detail and willingness to learn
- Desire to be creative and collaborative

General Responsibilities:

- Comply with corporate brand identity and guidelines
- Implemented and follow through on national marketing programs
- Assist with maintaining account's social media channels, website, digital board content, and Feed us Your Thoughts comment board(s).
- Assist with marketing merchandising (posters, flyers, napkin inserts, promotion tables, etc.)
- Support front-of-house TASTE programming
- Execute bi-annual Dining Survey and Earth Week promotion, along with monthly food committee meetings
- Contribute to monthly the MMR
- Document and track work
- Capture event success through photography

Student Marketing Intern Weekly Task List

- Participate in weekly huddle with general manager/marketing manager
- Implement national marketing promotions
- Social Media – schedule posts and respond to guests comments
- Walk through locations to review and maintain the highest of appearances for digital and print support materials (digital screens, napkin inserts, flyers, posters, frames, welcome board, Feed us Your Thoughts, etc.)
- Take photos of catering events, guests dining, food offerings, and engaging employees
- Assist with TASTE
- Submit project requests to Senior Marketing Manager at corporate

Student Marketing Intern Monthly Task List

- Coordinate with general manager/marketing manager for upcoming marketing promotions
- Submit monthly social media calendar to leader and Corporate Senior Marketing Manager
- Attend and participate in up to two monthly marketing calls and/or webinars
- Assist with writing stories for the Monthly Marketing Report (MMR)
- Identify point-of-sale (POS) opportunities
- Review school calendars and identify marketing opportunities

Student Marketing Intern Semester Task List

- Coordinate with general manager/account marketing manager for monotony breakers and campus special events (i.e. Welcome Back Events, Open House/Accepted Student Days, Summer Orientation, annual dining survey, Earth Week, celebration days, Finals Breakfast, etc.)
- Manage at least one contest/promotional giveaway
- Shadow at least one catering event from start to completion
- Attend Marketing Introduction Training and GREAT training

To apply, please send your resume and two writing samples to Catherine Segar, Marketing Manager at Csegar@metzcorp.com by Wednesday, April 17, 2019 at 5 p.m.