



## **Marketing Intern**

### **About Kaizen Nutrition & Wellness**

Kaizen Nutrition & Wellness is an Integrative and Functional Nutrition private practice located in Hillsborough, North Carolina. Services offered include

- Nutrition Consultations
- Health Coaching
- Learning Library of free downloads or mini-courses
- Meal Plans for numerous conditions, including planner, grocery list and recipes
- Extensive laboratory testing
- Organic Skincare and Essential Oils
- Supplements, Teas and other products to support Wellness

### **Purpose of this Internship**

This position supports the marketing plan of Kaizen Nutrition & Wellness to primarily build the email contact list as well as distribute content via social channels and electronic newsletter.

The purpose of this internship is to provide experience implementing the following activities:

- Participate in development/updating marketing strategy for KNW including analysis of analytics;
- Design/update electronic newsletter template, generate content, and distribute email newsletter to contact list;
- Work with existing or former clients to provide testimonials, including photo/video, interview structure and content, distribution of testimonials through appropriate marketing channels;
- Utilize Canva to design social media posts, schedule content through Hoot Suite;
- Research nutrition topics related to content generation;
- Create marketing plan for launch of new courses including scheduling social media posts through Hoot Suite, creating and scheduling electronic newsletter through Mail Chimp, answering questions from the public regarding course launch;

### **Requirements**

The ideal candidate is organized, motivated, and reliable. Coursework in nutrition is preferred but not essential. Coursework in marketing is preferred. Undergraduate or graduate students may apply. Occasional meetings in the office will be required, but much of the work can be completed remotely. This position is an unpaid internship. The recommended amount of time devoted to the internship is approximately 12 hours per week.

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