



Job Description - Marketing Intern

About Petit Pot

In 2014, while trying to find the perfect dessert to go with dinner, French pastry chef Maxime realized something was missing in his local grocery store: Pot de crème! As a fan of all things sweet, Maxime decided to address this craving by founding Petit Pot in San Francisco to bring not only pot de crème but a portfolio of delicious desserts to satisfy any American sweet tooth. He combined his knowledge of traditional French pastries with modern California culinary flourishes to produce authentic French desserts the way they're meant to be enjoyed: with a smile!

Seven years later, Petit Pot is now the fastest-growing brand of premium, organic refrigerated desserts in the U.S. Its pot de crème, riz au lait and plant-based desserts are made with fresh, simple and organic ingredients that are perfectly portioned in petite glass jars. Based in Emeryville, California, the company produces and markets products at major brick & mortar and e-commerce retailers across the U.S., including Whole Foods Market, Publix, Costco, Amazon Fresh and Imperfect Foods.

Job Description

Petit Pot is seeking a self-motivated rockstar with a track record in digital marketing, an intuition for creatives, and an appreciation for good food. The Marketing Intern is a key part of the lean & mean Marketing team, supporting the company in the development and execution of key marketing activities including social campaigns, digital communications and content strategy, content creation, analytics, and experiential programs. The ideal candidate is an energetic and passionate professional who is up-to-date with the latest digital and social media trends. S/he will not be afraid to roll up their sleeves and come up with breakthrough ideas to maximize engagement, advocacy and brand love from our consumers across all branded touchpoints.

Reporting to the chief marketing officer and working closely with all functions of Petit Pot, the intern will wear multiple hats and gain hands-on experience building a beloved and growing CPG brand, get their hands dirty on key marketing program executions, and be an important contributor to Petit Pot's growth.

Primary Responsibilities

- Support marketing efforts across all consumer engagement platforms, including (but not limited to) website, email, social media, and live experiential programs
- Brainstorm for and produce creative content (images, videos and copy) to be utilized across key touchpoints including social, website, email, in-store, e-comm
- Prepare reports on digital and social analytics on a regular basis, as well as campaign results when applicable
- Community management: be hyperactive in social listening and engage with consumers and other like-minded brands across all digital channels
- Recommend and manage social partnerships for marketing activations, collaborations and social contests
- Stay up-to-date with current technologies and trends in social media, design tools and other relevant applications
- Collaborate with influencers and brand ambassadors on content creation and engagement program
- Assist with managing our online store and Amazon store

Required Skills

- Previous internship experience in marketing and strong skills in digital and social media
- Completed or currently enrolled in a Bachelor's Degree in Marketing, Journalism, Communications, or related field strongly preferred
- Prior work experience with CPG brands, especially in food & beverage, strongly preferred
- Strong visual & verbal content development skills
- Excellent communication, presentation and interpersonal skills
- Proficient in Photoshop and/or Illustrator
- Avid photographer a strong plus
- Avid user of Instagram, Tik Tok and Pinterest
- Love for good food and passion for food media and culture
- Proactive and willing to learn
- Positive, energetic and fun!
- Creative, flexible and resourceful
- Fluent in English
- Reliable transportation and driver's license

Additional Details

- Full time position for 1-year period
- May provide visa sponsorship if needed
- This role is based at our HQ in Emeryville, California

Please send your resume and cover letter to jobs@petitpot.com. Merci!