

KIRK'S

FAMILY OF NATURAL BRANDS

ERLANGER KY 41018 | KFONB.COM | 859.647.0777

OPEN POSITION AT KIRK'S FAMILY OF NATURAL BRANDS:

DIGITAL MARKETING INTERNSHIP

IDEAL START DATE: IMMEDIATE NEED

JOB DESCRIPTION

Kirk's Family of Natural Brands takes PRIDE in creating high quality, safe, "good for you" soap and body care products since 1839. Our team is rapidly growing and looking for a digital marketing and social media intern to join our team. This internship provides an opportunity for you to gain practical experience with a company that is gaining momentum in the natural and conventional marketplace.

The internship pays \$15/hr salary for a duration of 21 weeks (January to May 2023) and is an In-Office opportunity requiring 15-20 hours per week attendance. The Marketing/Social Media Intern will work directly with the Marketing Manager & Graphic Design Specialist to develop and implement outreach and promotional campaigns to boost brand engagement and increase revenue. The ideal candidate will be enrolled in an undergraduate or graduate degree program in communications or marketing.

RESPONSIBILITIES/JOB DUTIES

- Collaborate with Marketing team to develop and execute digital marketing strategies
- Assist with the design and execution of social media campaigns
- Familiarity with and proficiency in social platforms such as Facebook, Instagram, TikTok, Pinterest, YouTube, LinkedIn, Meta Business Suite
- Assist with influencer marketing strategies – evaluate influencer audience, engagement, target audience alignment and demographic
- Digital content creation for social media channels (including video filming, light editing, & posting)
- Excellent verbal and copywriting skills - write social media captions that speak to the company's target audience
- Implementing strategies for brand awareness & engagement
- Research and evaluate competitor marketing and digital content
- Understanding of basic social media analytic measurements
- Enrolled in undergraduate or graduate degree program in communications or marketing

DETAILS

Hours: To Be Determined

Directly Reports to: Marketing Manager

Job Type: Part Time (15-20 hours)

Salary: \$15/hour

Work Location: Erlanger, KY

Work Remotely: No

Qualified candidates please send your resume to

Email: jenny@kirksnatural.com

Subject Line: Digital Marketing Intern Application

BENEFITS

- Be a contributing member of a small, powerful team that serves as the company's in-house creative agency and gain exposure to the exciting world of CPG (Consumer Packaged Goods)
- Further develop skills required to interact with other professionals at varying levels of the company
- Further develop time management skills and the ability to be responsible for more than one project at a time

ABOUT US

Our business is family owned and operated by two second generation sisters, Molly & Katherine Oliver. With a growing portfolio of over 80 natural personal care products ranging in distribution at Walmart, Kroger, Publix, Amazon and more - we are just getting started!

Come join us!

CELEBRATING OVER 180 YEARS.

KIRK'S SOAP | SOF BODY CARE | THE GRANDPA SOAP COMPANY