P.S. Snacks Field Marketing & PR Intern
Location: New York City

About the company:

P.S. Snacks is a healthy snacks brand whose mission is to modernize familiar junk food, using unconventional ingredients to create nutrient-dense alternatives. The first line of products is an organic bean-based cookie dough, which is a ready-to-eat healthy snack. The chocolate chip, peanut butter and fudge brownie flavors of cookie dough are plant-based and free of gluten, flour, grains, dairy, eggs, soy, refined sugars and preservatives.

Founder Nikki Azzara had initially created these recipes in her Wake Forest University dorm room for her food blog Slender Seven, an online cookbook sharing her healthy recipes that use seven ingredients or fewer. Upon graduation in 2014, Nikki saw an opportunity in the retail market to launch these recipes as packaged products.

P.S. Snacks is a brand platform whose goal is to develop versatile snacks that transform the way people satisfy their sweet tooth, empowering health-conscious consumers to treat themselves with products that are good for the mind, body and taste buds.

P.S. Snacks Cookie Dough can be found in 130 stores (including 50 Whole Foods in select states) across 15 states, and online at ps-snacks.com and jet.com.

Internship overview:
We are looking for a passionate, self-motivated individual to create and execute on a market activation strategy in the NYC region, building a thoughtful marketing plan and brand awareness formula that can be replicated in additional markets as P.S. Snacks continues to expand across the country. This is NOT a desk job, rather, we are providing an opportunity for interns to have a meaningful impact, as they will be fully immersed in a new and concentrated market, experiencing all areas of the product lifecycle.

Role & responsibilities:

Sales Support:
- Visit retail customers across the NYC/metro region periodically to check in and gather relevant feedback and data
- Ensure retail customers are correctly selling and merchandising P.S. Snacks products to increase visibility on shelves
• Build and facilitate relationships as key P.S. Snacks brand ambassador, acting professionally and efficiently on behalf of the brand
• Weekly reporting with recommendations to CEO for improvements across stores
• Maintain excellent customer service with retail partners

Field Marketing:
• Plan and execute experiential sampling events to build P.S. Snacks brand awareness
• Orchestrate relevant in-store sampling demonstrations with respective grocery team members
• Proactive outreach to event coordinators to provide samples

PR:
• Create curated list of relevant individuals, brands, blogs, businesses, influencers, celebrities, publications, media outlets, journalists, newspapers and magazines that are aligned with P.S. Snacks
• Develop an organized customer relationship management (CRM) system to ensure consistent and persistent outreach
• Execute on PR opportunities by orchestrating delivery of P.S. Snacks products to interested outlets – either via FedEx or hand delivery in NYC

Qualifications:
• Self-starter with ability to prioritize, create and execute on his/her own
• Desire to work in a dynamic, constantly evolving role
• Eager to learn and willingness to work on the move
• Strong multi-taking, follow-through and organizational skills
• Proficient communication skills
• Must be knowledgeable about P.S. Snacks brand and aligned with values and vision
• Must have passion for health, wellness, nutrition, cooking, and/or food
• Preferably studying marketing, brand management, entrepreneurship and/or sales

Must have access to:
• Public transportation – mandatory for traveling within NYC (car not encouraged)
• Refrigerator and/or freezer for storage of product
• Closet/storage space for field marketing supplies (small table, supplies, paraphernalia)

For more information and to submit resumes, please email nikki@ps-snacks.com.