

Events and Marketing Internship



Just Food seeks to build a just and sustainable food system for the New York City region by working to increase access to fresh, healthy food in NYC and to support the local farms and urban gardens that grow it. Through training, leadership development and organizing efforts, we build diverse partnerships to advance dialogue and action on farming, hunger and nutrition. Our primary programs are The City Farms, Community Food Education, CSA in NYC, Food Justice, Fresh Food for All and Farm School NYC.

Events and Marketing Internship Description:

Just Food seeks an intern to assist with marketing, PR and event planning around our 2012 Just Food Conference. In February 2012, Just Food will host our first two-day Just Food Conference by combining the 12th annual CSA in NYC Conference with Just Food's 5th major Just Food Summit. The Just Food Conference will offer opportunities for the general public, food professionals, entrepreneurs, job seekers, CSA members, organizers and farmers to come together for two days of workshops and skill- building sessions ranging from CSA trends and management to food preservation and preparation demos and discussions. The conference will also include an expo and reception featuring local purveyors of food, drinks and services, and a good food jobs fair.

Through planning and executing this event, the Events and Marketing Intern will work with a number of Just Food team members and gain marketing/PR/event planning skills while also helping us to achieve the delicious core of our mission—to unite New York City residents with the sensational seasonal food grown on our local farms.

Responsibilities

- Assist with the coordination and logistics of the 2012 Just Food Conference planning
- Conduct PR outreach to generate pre and post press for the event and organization
- Assist with sponsorship outreach and management
- Communicate with participating purveyors, artisans, employers, etc.
- Communicate with planning committee
- Assist with organizing volunteers
- Assist with day-of event management and execution
- Assist with planning other Just Food events

Qualifications

- Passion for working on sustainable food projects
- Marketing/PR/Events background preferred, but not required
- Strong communication, writing, editing, research, and organizational skills
- Strong computer skills (Microsoft Word, Excel, and Internet research)
- Enthusiasm for local, seasonal eating and cooking
- Ability to work well in teams with diverse groups across race, class, and urban/rural divides
- Be flexible with a great sense of humor
- Exhibit self-motivation, creativity and direction
- Reliable, punctual, and able to work independently as well as collaboratively

Time Frame:

- Begins ASAP to late February (need to be able to work during the Conference and the two weeks afterward)
- 20-30 hours a week (flexible)

Compensation

- Unpaid, college credit may be available
- Event planning, marketing, and PR experience

This position reports to Jessica Gaffney, Events and Marketing Manager. Please send a cover letter and resume to jessica.gaffney@justfood.org with the subject line "Events and Marketing Intern."