



Organization: [The Teaching Kitchen Collaborative](#)

Position Title: Digital Marketing Intern

Location: Remote

Reports to: Director of the TKC

FT/PT: Part-time internship; 5 hours a week, ongoing

Compensation: \$15/hour

About The Teaching Kitchen Collaborative (TKC)

The Teaching Kitchen Collaborative (TKC) is a non-profit membership organization dedicated to designing and promoting the expansion and adoption of teaching kitchens, combined with evidence-based curricula that integrate mindfulness and exercise into an integrated lifestyle management program and approach. The TKC serves as a connector, convener, integrator, validator and amplifier of work done by a diverse community of culinary literacy, medical and lifestyle medicine organizations. The TKC has completed a highly successful three-year pilot and spun-out to become its own non-profit organization in 2020. The TKC is led by Harvard faculty member and founding Executive Director Dr. David Eisenberg and Director Christine Hamann, MBA, MPH.

The Role

The TKC is seeking a creative and entrepreneurial digital marketing intern to support the build of new digital marketing campaigns. In this role, the Digital Marketing intern will support strategy development for launching the digital branding of a new organization, and will co-create materials, marketing messages, social media campaigns for the TKC.

Resourcefulness, excellent project management, and interest in a start-up environment is highly relevant, as is a high degree of professionalism. The TKC is a small (5-10 people) team that interfaces with leading innovators, educators, academicians, business leaders, and clinicians in the US and globally.

Responsibilities and Tasks

- Digital marketing strategy development

- Work with the Director and various team members to refine digital media the TKC's approach and channel strategy
- Build an audience acquisition strategy, focused on TKC growth priorities
- Develop new ideas and campaigns for the TKC to execute across channels, from storyboard ideation to creation of new digital materials (email campaigns, social media posts)
- Digital marketing implementation:
 - Work with TKC designers to take campaign ideas and develop them for launch
 - Manage postings and audience engagement across current and new digital media platforms

Education, Experience, Knowledge, Skills and Ability

The digital media intern will be expected to:

- Work with passion, idealism, integrity, and optimism.
- Have a high level of self-direction.
- Have experience (employment, classwork, or project work) in marketing, communications, digital media, or brand management
- Be innovative and able to adapt within a collaborative, team environment.
- Be extremely organized, pragmatic and execution focused.
- Demonstrate strong written and verbal communication skills

How to Apply

Please send a cover letter and your resume to careers@teachingkitchens.org.

Hiring Statement

The Teaching Kitchen Collaborative's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.