



Liisbet Hellenurme & Fix8 Kombucha  
– Work Experience.

Dec 2021-Jan 2022 (TBC).

**KPI's, Role and Responsibilities:**

We're super excited that you will be getting involved! We're a small team so this experience will be what you make of it.

We'd love you to take ownership of the Fix8 Instagram, creating and delivering a strategy for 2022 and more.

This role required you to be a self-starter, taking initiative and leading on the project yourself.

**Days of work:**

Mondays and Thursdays.

**Place of work:**

Working remotely or at our office in Marylebone (1 Duchess Street).

Contact Freya before agreeing to work in the office to confirm ahead of time if coming in.

**Structure & Guidance:**

- Weekly meeting with Freya to discuss the work ahead. Bring questions and ideas.
- This is a self-starting role, we are a small team (of two!) and are often split between many tasks to juggle. Of course Freya will support you where you need guidance and help.

**Manager:**

- You will report directly to Freya with any questions or concerns.

**Role Title:**

- Social Media and Partnerships Intern

**Key List of Deliverables:**

- Create 2022 social strategy for Fix8, plan on a page.

- Increase followers by 1K by Feb 2022
- Use Planoly to build grid aesthetic
- Use Canva to build IG graphics, memes etc.
- Schedule 4-5 giveaways over the course of two months with aligned brand partners (not just in the food and drink space).
- Write 3 blog posts on the theme of either: gut health, microbiome, digestion.
- Explore moodboards, content and conversations aligned to the brand world for Fix8.
- Reporting on key data analytics each week for Instagram, to give consumer insights – who is buying our drink, when and where?
- Create 1 pager on ‘soft drinks habits amongst Gen-Z’ – when and how are they consuming soft drinks, what’s important to them? Flavours, price, sugar, calories, function? Undertake research with consumer groups or accessing industry data (can you do this through your university – eg. Kantar Report).
- Set up Tik Tok account for Fix8 and write guiding strategy
- All ideas brought to the table are welcome!

#### Optional Extras:

- Visit our Fix8 partners & accounts and ensure they are happy with the rate of sale, tidy in the fridge, can we do anything to support them?
- Sampling in store at different account partners (Atis, Planet Organic, Honi Poke etc).
- Anything else you want to learn?

#### *Social Strategy Guidance:*

#### **Content Creation & Instagram/ Social Themes To Build On:**

- Memes: Kombucha/Gut Health
- Partnerships & Giveaways
- Gut Health: facts, brands, tips
- Lifestyle: imagery, images of our stockists, food & drink
- Fix8 Brand: reviews, statements, insights, raw footage – ‘a day in the life of etc...’

#### **We are seeking:**

- We want to learn how to grow our social channels!
- How to create better content for ENGAGEMENT as we will be relaunching the Fix8 brand with updated branding and a D2C store in March 2022.
- How to appeal to the Gen Z audience.
- What sort of content do our followers want to see?
- Who can we build strategic partnerships with: influencers and brands?