Internship Position Description

Job Title: Wellness Communications Intern: Healthy Living, Nutrition & Recipe Development (2 positions available)

Reports to: CEO

Company & Location: Inner Glow Superfoods Inc., Toronto HQ (remote working options available)

Job Type: Unpaid Internship

Hours: 10-15 hours per week, 4 month (~12 weeks), 8 month (~24 weeks), and 12 month (~36 weeks) options available, hours negotiable

Start Date: September 5, 2019 (tentative)

Perks: Free açaí product, honorarium provided

Inner Glow Superfoods provides sustainably sourced, organic açaí purée from the Amazon region of Brazil to Canadians. Our product is packed with vitamins, minerals and nutrients and is naturally sugar free, making it the perfect fruit addition to healthy, low carb/keto/paleo/vegan/etc recipes. Our premium quality, low carb superfruit spurs innovative and nutritious food consumption and can help to improve the health of Canadians as a result. As the company looks to increase awareness of our açaí in Canada from a health and wellness perspective, we are looking for a talented writer and recipe developer with a passion for health/wellness/nutrition to create quality content that will engage our prospective clients.

The Wellness Communications Intern will collaborate with the CEO and team to draft targeted, audience-driven content around healthy living, wellness, functional foods / nutrition, gut health, digestion, low carb / keto / low sugar lifestyles and other wellness topics that will add value to our target market / community partners. The successful candidate will also be responsible for handling SEO and web analytics, working with the team to coordinate posts on the company’s social media outlets, and researching/identifying topics of interest to readers/target consumers.

Your Role at Inner Glow Superfoods Inc:

- Develop new recipes using our açaí product (including short blog posts, nutrition table, health claims and photography) aligned with company health/wellness criteria for our website and social media platforms;
- Draft blog posts on wellness topics that will provide value to our target markets, such as on nutrition, wellness, gut health, digestion, low carb / keto / low sugar lifestyles, and others;
- Conduct keyword searches that are relevant for each blog, bringing popular keywords into written communications to improve website SEO;
- Research public relations opportunities to promote content across public channels (ie; startup internet sites, local wellness magazines, tv programs, etc.);
- Outreach to PR contacts, draft company promotional content relevant for their media outlets;
- Work with team to coordinate posting schedule of content across company platforms and engage our followers and wider community as content is created;
- Plan, research, and strategize new content according to company values, mission and product;
- Represent Inner Glow Superfoods at networking events in the nutrition and wellness sector;
• Keep abreast of health and preventative medicine research on low sugar, high fat diets, gut health, and other relevant research that could help to promote our product.

**Required Skills & Qualifications:**

• Currently enrolled in university/college program with a concentration in food/nutrition, naturopathic or holistic medicine, kinesiology, marketing, communications, journalism, advertising or other related field;
• Previous experience developing content for commercial/promotional purposes is an asset;
• Understanding of social media platforms and their marketing best practices;
• Marketing, promoting, relationship building skills;
• Self-motivated with the ability to work well both independently and on a team to drive results;
• Exceptional verbal, written and interpersonal communication skills in English with the ability to clearly and concisely articulate company values/mission/product, to carry out instructions, to generate public facing correspondence.

**Bonus Skills & Qualifications:**

• Desire to get hands on work experience and be consistently challenged;
• Interest in food/health/wellness and/or sustainable development is considered an asset;
• Knowledge of various wellness diets (ie: vegan, ketogenic, low carb, paleo, low FODMAP, SIBO-specific, candida diet, etc…) is an asset;
• Knowledge of SEO is desirable;
• Bilingual French considered an asset.

**Learning Objectives**

The internship is intended to give the candidates the opportunity to learn and gather industry skills in communications and content creation on wellness/nutrition/food sectors through direct working experience and participation in strategy/business planning sessions. We are a small team and the candidates would work closely with the CEO, business mentors/advisors and the rest of the team to gain valuable working experience.

**Application Instructions:**

- If interested please send your resume and a short description on why you want to work with us to info@innerglowsuperfoods.ca
- We'd like to sincerely thank all applicants for your expressed interest in working with us; however only those selected for an interview will be contacted.
- Inner Glow Superfoods is an equal opportunity employer. We encourage all qualified candidates to apply for this role.

*Applications will be accepted on a rolling bases until the position has been filled, so we encourage you to send in your application as soon as possible.*