



MARKETING INTERN

Job Description

Gotham Greens has an immediate opening for an exceptional individual to work directly with the Marketing team to help contribute to the company's marketing initiatives. This role will: assist in the creation and analysis of digital marketing content, as well as provide support in corporate communications, events, community partnerships, and general marketing tasks. This position will help with event planning and logistics; creating social media content, and coordinating and tracking community donations. This position will be approximately 30-40 hours/week and require some availability on weekends. The ideal candidate is passionate about sustainable agriculture, well informed on local and regional food culture and embraces Gotham Greens' core values and mission. Prior experience in digital marketing and social media is a plus but not required.

Digital Marketing/Social Media

- Create social media content for Facebook, Instagram, Twitter, Snapchat, Pinterest
- Community management on social media platforms
- Local partnership project – research, identify and coordinate a partnership with another local brand

Community Partnerships and Donations:

- Help coordinate and track weekly seedling donations
- Assist in communication with community partners
- Help organize product donations for community events

Corporate Communications

- Track email communication, customer feedback and tour requests

Event Coordination and Promotion:

- Weekly tours with local schools and community members (approximately 2-3 tours a week)
- Represent Gotham Greens as a brand ambassador at events, demos and trade shows
- Availability on weekends to hand out product, coupons and recipe cards
- Help host Roof to Table event series and social media meetups
- Support marketing and sales functions with weekly instore demos

Skills:

- Outgoing personality, comfortable public speaking
- Knowledge and experience with social media platforms including Facebook, Twitter, Instagram, LinkedIn, Pinterest
- Excellent verbal, written, copywriting and interpersonal skills
- High attention to detail
- Demonstrated interest in food policy, sustainable agriculture and the environment
- Strong computer skills including proficiency of MS Office
- Adobe Creative Suite and Photography skills are a plus
- Collaborative spirit and willingness to pitch in on a wide variety of tasks

ABOUT GOTHAM GREENS:

Gotham Greens is a worldwide pioneer in the field of urban agriculture and a leading regional producer of hyper-local, premium-quality, greenhouse grown vegetables and herbs. Gotham Greens' pesticide-free produce is grown using ecologically sustainable methods in technologically-sophisticated, 100% clean electricity powered, climate-controlled urban rooftop greenhouses. Gotham Greens provides its diverse retail, restaurant, and institutional customers with reliable, year-round, local supply of produce grown under the highest standards of food safety and environmental sustainability. The company has built and operates over 170,000 square feet of technologically advanced, urban rooftop greenhouses across 4 facilities in New York City and Chicago. Gotham Greens was founded in 2009 in Brooklyn, New York and is privately held.