



Marketing and Sales Internship Opportunity

Tasty Mates are a new brand of gourmet sweets, launched earlier this year. Each packet of Tasty Mates has a unique flavour that portrays a personality trait in a friendship group. So whether you are one half of 'The Perfect Pear' or 'The Berry Funny One' in your group, there will be a packet just for you!

Tasty Mates are looking for a lucky individual to join our Sales and Marketing Team.

The role will begin in April '21 and is a 4 month placement.

How to Apply:

*If this is one for you, please email your CV **and** an idea of a new Tasty Mates flavour and the personality trait to match to: mates@tastymates.co.uk*

Applications shut on Wednesday 24th March.

Expectations:

- 4 Month internship (April - August)
- 7 hours plus 1 hour lunch within and around the core hours of 10:30-4:30 (Monday – Friday)
- Occasional weekend work (Time off in lieu, if so)
- Shadowing a line manager and working on securing sales and the marketing strategy. With the goal of taking on your own leads and projects.
- Working from our offices in **Hertford**.
- Occasional travel and visits nationwide.

Work Perks:

- Experience an outgoing, fast paced and growing start up, right at the start of the journey.
- Option to join our ambassador programme if chose to do so.
- Work related expenses, including lunch and travel, up to £10 per day, upon receipts.
- Naturally, as part of a start up, you'll be involved in an array of areas of the business, gaining unique experiences across sales, relations and product development.
- Fridays 9:30 until work is done! Feel free to leave anytime from 3:30 on a Friday, once you've finished your workload!
- Experience working with Tasty Mates and *other companies* across distribution, online, independents, major retailers, wholesalers and much more.
- Team socials



Ideal Candidate:

- The ideal intern will be outgoing and personable. They will be working within a small team, being central to achieving the goals and vision of the brand.
- They will work on relationship building with stakeholders including suppliers, journalists and agencies to achieve overall company aims.
- The successful candidate will be creative and enthused by both formal and informal brainstorming opportunities.

Marketing and Sales Support

- Attend brainstorms to help build the upcoming strategy of Tasty Mates.
- Marketing, Social Media and PR leads with strategy implementation.
- Work on new ideas and campaigns to ensure Tasty Mates cut through the noise.
- Develop online sales strategy and build Influencer Campaigns.
- Join the sales leads with regular meetings with individual sales targets.
- Manage various accounts across the sales team, ensuring relationship is being maintained and growth amongst distribution.
- Ensure fulfilment of online and offline orders.
- Meet and attend meetings with major regional and national buyers.

Marketing Deep Dive

Social Media:

- Paid and Organic social media campaigns: Understanding the trends, coming up with ideas and implementing the ideas. Supporting with budget and understanding insights and extracting data sets
- Building a regular strategy for Instagram, Tik Tok, Facebook, LinkedIn etc.
- Regular posting in line with strategy on all relevant platforms
- Support in attaining assets and ensuring props and all elements/schedules are made and kept
- Connecting with similar and likeminded brands to create campaigns and organically build Tasty Mates social media presence including giveaways

PR/Influencer Campaigns:

- Working on building databases, outreaching and liaising with Influencers
- Building campaign concepts including gifting opportunities and bundles
- Brainstorming newsworthy campaigns
- Implementing campaigns and campaign management
- Writing up and 'selling in' to press / Building relationships with journalists
- Working on regular and relevant 'drops', sourcing products, packaging and distributing

Pop Ups and Sampling

- Collating a database of relevant and influential national sampling and pop up opportunities
- Devising a strategy to implement and attend the right opportunities
- Obtaining sampling and pop up opportunities with major locations
- Support in merchandising Tasty Mates to increase profile at key events

**Newsletters and reviews**

- Content, engagement and execution of Newsletters
- Supporting and developing the online review strategy

Sales Deep Dive**Independents, Wholesalers, Major Retailers and subscriptions:**

- Regular location recce's to identify, speak to and build relationships with potential stockists (Occasional travel outside of London, sometimes with overnight stays in locations with the team)
- Online store and distributor searching and outreach/correspondence
- Account Management relationship maintaining and contract building as well as problem solving/managing, upselling and fulfilment
- Support the sales lead with wholesale, major retailer and subscription accounts
- Identify and build relationships with key online third party retailers
- Manage subscription processes of signing up and securing deals

Online, Pop Ups, Trade Shows and Sampling:

- Working with the marketing department to ensure online sales targets are identified and reached
- Working with the marketing team to identify, attend and fulfil objectives

Amazon Market Place:

- Work with specialists on developing Tasty Mates Amazon marketplace presence
- Collate monthly reports on the platform and understanding sales performances

Distribution:

- Work with production on developing and sustaining a system to support in distribution of sales. Understand a system to ensure fulfilment success