



Summer Internships

Public Relations

Our PR Intern will focus on (a) assisting with PR results reporting, tracking and merchandising, (b) preparing and shipping press materials and samples to media and other VIP contacts, (c) working with outside vendors for support on select projects, (d) building and maintaining organizational systems for PR files, publications and materials, (e) organizing and maintaining media clips for internal merchandising, (f) building, maintaining and updating GMCR media lists, (g) providing back-up writing and editing support, (h) managing editorial calendars for proactive PR pitching, (i) assisting in building GMCR presence at select events, (j) learning about media relations, GMCR and the coffee industry and contribute to our growing department. (36 – 40 hours per week)

Marketing – Consumer Direct

Our Consumer Direct (CD) Intern will help us launch a new website! Specifically, they will focus on (a) updating our new web platform system with information from our old web system, (b) assisting in launching a blog, (c) updating our Keurig MySpace page, (d) assisting with a photo shoot, (e) assist in the development of a better organic search. (40 hours per week)

Marketing – Single Cup – 2 positions

Working as members of our Marketing team, our Intern may: (a) develop and implement project plans and project checklists to manage execution of ongoing promotions and programs, (b) work with CD analyst to evaluate projects using established ROI analysis and recommend path to optimization, (c) liaison with customer care, distribution and operations to ensure orders are produced and delivered on schedule, (d) generate basic product and POP materials forecasts for projects and programs, (e) maintain and update the marketing budget for Single Cup At Home programs and promotions, (f) assist in development and project management of creative POS and advertising materials. (40 hours per week)

Corporate Social Responsibility

This internship position will be focused on (a) developing a Volunteer Matching Tool, (b) improving our internal reporting tools with respect to CAFÉ Time and Product Donations, (c) collecting video and audio story content from around the organization, (d) designing a quarterly CSR newsletter, and (e) assisting with the execution of our annual River Clean Up project. These areas of focus apply directly to achieving our corporate CAFÉ Time goal, building organizational excellence (through improved tools and reporting), and strengthening our brand (through more and better communication). (40 hours per week)