



Marketing Intern Job Description

To Apply: Qualified candidates should email a resume and cover letter to Melissa Rentfrow at rentfrow-melissa@aramark.com.

Responsibilities

- Act as a liaison between Aramark and the student body through peer-to-peer marketing
- Interact with customers while working at various marketing events such as meal plan sign-up tables, dining survey stations, and residential theme dinners
- Distribute marketing materials to the dining locations and make sure materials posted are up to date (posters, table tents, napkin ads, hours, etc.)
- Lead team of marketing students to sell meal plans
- Provide fresh ideas for social media accounts and meal plan promotions
- Be knowledgeable in the meal plan structure, monetary value, and overall benefits of eating on campus.
- Present information to customers and answer questions regarding dining
- Work with Marketing Coordinator and Marketing Associate to plan and execute theme meals in dining halls.

Job Related Requirements

- Must be able to follow written and verbal directions
- Must be able to lift 15 lbs.
- Must be able to sit, walk and stand for extended time periods
- Position requires repetitive motion
- Assist in other departments as needed
- Collaborate with dining location managers to complete marketing tasks

Qualifications

Required Qualifications:

- Must be a College of Charleston student
- Excellent customer service and communication skills
- Strong leadership skills
- Able to work independently
- Strong organization skills and attention to detail
- Positive attitude, able to represent Dining Services as a brand advocate

Desired Qualifications:

- Marketing, Communications or related major concentration or minor
- Strong writing skills
- Flexible availability