

Internship Description

Market Research

Go Green Foundation seeks highly motivated interns to join its research team. Interns will work alongside the executive team to support the development and design of Foundation's lifestyle product and application. This is an excellent opportunity to join a highly dynamic, collaborative team to build a compelling, innovative mobile application to transform our lifestyle choices into actions towards positive change.

In this capacity, interns will provide quantitative and qualitative analytical research in product/app category with a specific focus on Key Target Market (Millenials). Through out their tenure, interns will lead and manage research projects following explicit timelines to support UI, UX design direction, such as:

- Lifestyle Product/App Competitive landscape
- Key Target Market product/application trends
- Lifestyle Marketing trends
- Sponsorships opportunities Not sure if this is necessary

We believe that aggregation of multiple regional perspectives gives us a global outlook. Our interns work to provide a global perspective to the organization by ensuring that regional views, learning and academic outputs are reflected in our research.

Responsibilities:

- Participate in product/application UI & UX testing
- Provide on-going UI & UX design research
- Research product/application category competitive landscape
- Key Target Market (local, regional, global) brand sponsors
- Identify Key Target Market product/application trends
- Research top lifestyle marketing, distribution, market development partners, blogs, influencers

Qualifications

- Self-manage and deliver within explicit timeline, deliverables, and milestones
- Fluency with mobile application User Experience and Design
- Intimate understanding of Key Target Market (Millennial Audience)
- Strong analytical and research skills and proven ability to deliver high-quality content
- Outstanding writing skills and demonstrated mastery of oral and written English are a must
- High ethical standards and commitment to Go Green Foundation's mission, vision, and objectives

- Capacity to work and thrive in a growing, fast-paced, entrepreneurial organization with a collaborative environment
- Ability to work well in a team, manage multiple priorities, take initiative, exercise good judgment interfacing with market development and technology partners

Internship Period

Time Commitment

4-6 hrs per week over 5 day period

Duration:

February 1 – March 15

Digital Marketing

Think you're a social media expert? Then here's a chance to prove yourself! We are looking for highly dedicated individuals to create and curate content for Go Green Foundation's newly launched lifestyle brand and mobile application. Built to be the leading lifestyle brand and mobile application for young people (Millennials) seeking to make positive change through their everyday lifestyle choices, interns will help produce original content to build and promote the Foundation's brand, online presence, and mobile application.

This is an excellent opportunity to test and pioneer innovative strategies, content, and marketing techniques to build a highly engaged community for Millennials.

Responsibilities:

- Curate and develop original new content for the Foundation's Facebook, Twitter, Instagram and YouTube channels, to include
 - Infographics, photos
 - Video production
 - Blog posts
- Create and manage social media campaigns along explicit timeline and deliverables
- Develop strategies to organically build community and engagement for all social media channels
- Provide and manage quantitative and qualitative insights: Facebook analytics, Google AdWords, and Analytics
- Research and report on new lifestyle brand social media marketing trends and services

- Identify and cultivate lifestyle brand social media marketing contacts and influencers to spread the word about the Lifestyle brand and mobile application

Qualifications:

- Demonstrated proficiency in social media
- Experience in photo-journalism, videography work
- Familiarity with Buffer App, Google AdWords, Facebook and Google Analytics
- Strong interpersonal skills
- Ability to meet deadlines
- Excellent verbal and written communications skills
- Ability to work effectively on a team and independently
- Capacity to work and thrive in a growing, fast-paced, entrepreneurial organization with a collaborative environment

Internship Period

Time Commitment

3-5 hrs per week over 5 day period

Duration:

February 1 – March 15