Farm Link Hawai‘i
Marketing and Outreach Intern

$25/hr, 40 hours/week
Jun 22 – Aug 14, 2020
O‘ahu, Hawai‘i

About Elemental Excelerator
Elemental Excelerator helps startups change the world, one community at a time. Each year, we find 15-20 companies that best fit our mission and fund each company up to $1 million to improve systems that impact people’s lives: energy, transportation, water, agriculture, and beyond. To date, we have awarded over $36 million to 99 companies. For more information, please visit elementalaccelerator.com.

In addition to funding startups, we have also supported more than 35 interns since 2012 to create career pathways for the next generation of innovators interested in solutions to our most urgent environmental challenges.

About Farm Link Hawai‘i
Farm Link Hawai‘i (FLH) is an online local food marketplace and delivery service based on O‘ahu. Its farmer-owned and operated marketplace is powered by a collaborative group of over 75 select local growers. The FLH mission is to create a thriving, equitable local food system by empowering local farmers and improving local sourcing. Over 150 chefs, grocery buyers, caterers, food artisans, and individuals already trust FLH for farm-direct local food.

Scope of Work
Farm Link Hawai‘i is seeking one intern to join their marketing team. In this role, you will be working alongside and report directly to the Marketing Lead, with the goal of increasing access and awareness of Farm Link Hawai‘i with both producers and household customers across O‘ahu. You will help to analyze Farm Link’s current O‘ahu market penetration and build a strategy to expand, including the development and distribution of outreach materials.
Typical Activities

- Analyze O‘ahu supply and demand of local produce, current market trends, and potential partnerships
- Develop and facilitate new partnerships with local organizations, employers, farmers, and community groups
- Improve the company and product messaging to potential customers
- Assist in the creation of email campaigns and social media content
- Create and maintain tracking reports of digital and traditional marketing efforts
- Develop new social media campaigns, considering current and planned promotional activities
- Monitor social channels and respond to feedback, questions, and concerns
- Provide administrative support to management when required
- Assist in planning and hosting marketing events

Requirements

- Currently pursuing an undergraduate degree in business (plus if pursuing a degree in agri-business)
- GPA of 3.0 or higher
- Passion for increasing and improving the local food supply chain
- A can-do attitude - no task is too big or too small
- High attention to detail and ability to thrive in a fast-paced start-up environment
- Work ethic, ambition and a bias for action
- Excellent interpersonal and communication skills
- Ability to work in a fast-paced team environment
- Ability to get things done, independently and collaboratively with a team
- Energetic and eager to tackle new projects and ideas

How to Apply


Farm Link Hawai‘i is an Equal Opportunity Employer (EOE) and committed to building a more inclusive ecosystem that integrates women, people of color, and other underrepresented groups into the cleantech sector. We strongly encourage applications from qualified applicants and members of underrepresented groups.