



INTERNSHIP PROGRAM

for EMPLOYER ONLY

Company Name: _____ URL: _____

Address: _____

Email: _____ Contact Number: _____

BRIEF COMPANY DESCRIPTION:

DESCRIPTION OF INTERNSHIP/DUTIES:

PROPOSED LEARNING/TRAINING OUTCOMES FOR INTERNS:

AVAILABLE SUPERVISORS, MENTORS/TRAINERS Name(s) and Title(s):

IDEAL CANDIDATE/SKILLS NEEDED:

DESIRED BUT NOT REQUIRED:

WILL WORK BE DONE ON-SITE or OFF-SITE: _____

COMPENSATION DETAILS: _____ (*Off-site Internship work must be compensated at minimum wage or above*). On-site internships may or may not be compensated, depending on how the location meets the 6 provisions set forth by the United States Department of Labor: www.dol.gov/whd/regs/compliance/whdfs71.htm

IF INTERESTED (Point and Method of Contact, and Materials to be submitted): _____

RESPOND BY DEADLINE: _____

ZIPPY'S

MARKETING INTERNSHIP PROGRAM JUNE 6, 2023 – at least JULY 29, 2024 (8 Weeks) (Optional extension to August 9, 2024)

Purpose:

Provide a real-world learning opportunity for motivated college students such that they earn appropriate academic credit for the experience.

Department Description:

The Marketing Division at FCH Enterprises supports all business units of the company – Zippy's Restaurants, A Catered Experience, Napoleon's Bakery and Food Solutions International. The department's mission is to increase understanding of the brands, as well as demand for the brands, and to make it easy for customers to buy from that brand. The department's three-year internal goal is to create a well-disciplined demand-generation machine capable of finding and converting customers in a highly branded manner. There are four departments within the larger Marketing Division:

- **Loyalty & Customer Insights:** Deepens the collective understanding of our customers and how they contribute to the bottom line by injecting data and decisioning into all aspects of the business. Manages the Zipster Rewards program.
- **Digital Strategies:** directs strategy for and manages the digital customer experience, which includes all corporate websites, online ordering platforms, mobile applications, digital menu boards, online merchandise, digital asset management, and more.
- **Marketing Services:** Manages all broadcast, print, and in-house advertising, graphic design, tactical campaign development, brand services, and store-level marketing support. The Marketing Services department also oversees the fundraising ticket sales program.
- **Communications & Social Media:** Manages all brands' social media content, social media presence, media relations, influencer relations, crisis communications and development of digital content for distribution in owned or earned channels.

Preferred Intern Candidate Profile:

- Will be an undergraduate majoring in business, advertising, hospitality/travel industry, communications, design arts, data science, or a field closely related to those
- At any 4-year, bachelor's degree granting college or university
- Is interested in pursuing a post-education career in marketing, hospitality management, e-commerce, public relations, entrepreneurship, or related fields
- Is available for about 19 hours per week for 8 consecutive weeks, or more, during the internship window for work onsite at the Zippy's headquarters in Honolulu, Hawaii.
- Engaged, self-starter who is creative, interested in the subject matter, and has a personal connection to the brand
- Is mature beyond their years, and presents themselves well in a professional work environment
- Has clear career aspirations in mind that involve marketing, data science, hospitality, food systems, or entrepreneurship
- Has the right to work in the US, is over the age of 18, and can pass a mandatory drug-screening
- Preferred: a Junior or Senior in their degree program, having already taken introductory courses in marketing, management, finance, accounting, and/or higher levels of the same

- Preferred: Is enrolled, or will imminently enroll, in a credit-granting internship course
- Graduate business majors (MBA or MS in Marketing) will be considered, and we will adjust the Internship Program through mutual negotiation with the student and their academic advisor, should they be accepted

Detailed Description of the Internship Program:

1. The program seeks to give interns real-world experience conceptualizing marketing strategy as well as executing the tactics related to that strategy. Intern will familiarize themselves with one of the FCH Enterprises marketing functions by spending time deeply embedded in that functional area. However, exposure to the other departments within the Marketing Division are necessary to understand how their functional area relates to the greater Marketing mission. Interns will be assigned one of the Marketing Division managers as their Mentor during the course of their internship. The intern will be expected to complete a capstone assignment in the form of a strategic marketing plan that includes goals, objectives, tactical deliverables, and intracompany communications.
2. **Week 1:** Intern will orient themselves to FCH Enterprises, as well as the broader Marketing Division. Participant will learn and then complete at least one routine task within their chosen function, and perhaps another task in another Marketing function. Examples of assignments include: creating a social media post by writing, taking a photo and using assigned social media management platforms to post, pull an analytical insight from provided marketing data, or making a menu update to the website and online ordering platforms such that the experience is consistent across the board.
3. **Week 2:** Intern will be immersed in their functional area of choice, learning about the strategy in that area, tactics, and analytics related to their area. Interns may be asked to complete a tactical task. Mentors and interns will begin discussions of the intern’s capstone assignment. Interns will do operational tours to familiarize themselves with the commissary and the store operations
4. **Week 3:** Mentor and Intern continue their deep dive into the functional area. Interns may be asked to demonstrate their understanding of their marketing specialty through analysis of past campaigns, or forecast impact of upcoming campaigns. Interns will also learn more about the other areas within the Marketing Division in some detail. Mentors and interns will agree on their capstone assignments, their deliverables, and when they will present their assignments
5. **Weeks 4 – 5:** After fully immersing themselves in the marketing area, the intern will then be tasked to learn more about other departments within FCH, including store operations, training, commissary operations, supply chain, human resources, finance and more.
6. **Week 6 – 7:** Having learned about the marketing function, and its relationship with other departments, the intern will focus this time on writing their capstone assignment, as well as continuing their immersive learning within their Marketing functional area. If the internship period is for 8 weeks or less, the intern can email their mentor a copy of their capstone assignment, and this will mark the completion of their internship program. The intern can use this capstone assignment for their academic credit.
7. **Week 8 and beyond:** In Week 8, the intern will finish their capstone assignment, and present it to all of the Marketing Division managers. If the intern has more than 8 weeks in the period, then they will be asked to execute their strategies, as much as time allows. They will individually create some assets for campaign deployment as well as coordinate with others for them to contribute assets for the campaign. The intern will communicate with various other departments to inform, train, and/or advise them of the campaign, as well as create performance feedback metrics that are reported on a daily and weekly basis. If possible, the

intern will complete an after-action report to report on campaign performance and other lessons learned from the deployment/execution phase of their campaign.

The Role of the Mentor in the Intern's Duties:

The Mentor will ensure that the intern has a firm grasp of the various Marketing functions, while navigating them through the other parts of the company to ensure a holistic understanding of how marketing campaigns work. The Mentor will review and monitor the progress of the Intern's capstone project, and provide feedback and coaching to ensure accuracy, clarity and the presentation style are correct. The Mentor will also act as a sounding board for ideas, a one-stop source for questions, and a coach to ensure success in their final project. The Mentor will also navigate the intern towards areas of stated interest, whether within the Marketing Division or elsewhere.

What types of transferrable skills will the intern learn during the internship program?

1. Toolset proficiencies: intermediate Excel skills, intermediate PowerPoint skills, social media content management and publishing, email deployment platforms, Google Analytics
2. Skill-based proficiencies gained: marketing analysis skills, data science exposure, how to create relevant content across a spectrum of audiences and channels, understanding of how to synthesize and redeploy information to various internal and external partners for effective campaign development
3. Competencies gained: better writing skills, better analytical mindset, better presentation skills, and better interpersonal communication skills

Remote Participation Ability

The Intern will get the best experience working for FCH Enterprises by being onsite. Interns must be onsite at least 50% of the time, if not more. Therefore, while remote participation for this internship may be considered, those interns that can devote more in-person time will be given greater consideration.

Who is ultimately responsible for the intern and managing the marketing internship program?

Kevin Yim

Vice President, Marketing & Communications

Email: kyim@zippys.com Phone: (808) 447-2502.

(Background: 29 years of marketing experience at Hawaiian Airlines, Bank of Hawaii, and more)

A Few Other Marketing Mentors at the Company:

- **Michael Jenkins**, 18 years of marketing and product management at Google, Samsung, Razorfish, Carat, and Goodby, Silverstein & Partners in Los Angeles, San Francisco, New York, and London
- **Marissa Oyadomari**, 18 years of digital marketing experience at Gap Inc., Bare Escentuals, and more
- **Jessica Yamamoto**, 6 years of communications, media relations, and social media at Yelp! and more