



ERDF Better Futures Internships

GREENER BEANS

About the company

Greener Beans makes shopping sustainably for groceries easy and rewarding. We work with the food industry to enable the shift towards sustainable production and consumption. [Check us out here!](#)

About the role

We are currently building our MVP of a swapping tool for supermarket shoppers. The tool will be a chrome plug-in that provides users with suggested sustainable swaps on items they put in their basket.

We want to support the launch of this product with some marketing activity, and we want you to own and manage this.

The goal of the marketing activity will be to raise awareness/profile of the tool to both shoppers and our business stakeholders; Investors, Retail partners, Food brands, and sustainable NGOs. It is an exciting time to be joining us as we look to build momentum and awareness of our business.

Activities managed by you

- Creating tailored audience content around sustainable shopping, and our initiative (with guidance from us)
- Planning and running a program of regular marketing activities to our shopper and business stakeholders through various channels (blogs, social media, news articles etc.)
- Bring new ideas on how to build the profile of Greener Beans with our target audience
- Manage any trade relationships for marketing activities (Bloggers, journalists etc).
- Timely responses to customers comments and queries





About the intern

- Most importantly we want you to be passionate about eating (and living) more sustainably.
- Some academic understanding of environmental impacts helpful but not essential, more important to have lots of curiosity and interest to know more.
- Good communication/social media skills, with attention to detail.
- Organised and able to create/manage the communications plan. Channels of interest; Instagram, Twitter, LinkedIn, Facebook, Medium. Open to ideas!
- A can-do attitude to run with things and learn as we go
- Be creative on approach with limited budgets

Length of internship: flexible, but guide length of 2-3 months (April to June)

Remuneration: London Living Wage (£10.85 per hour)

To apply: please email h.flower@imperial.ac.uk and josh@greenerbeans.earth

