



Position Title/Project Name

Digital Media & Marketing Intern

Position/Project Description and Responsibilities

Do you ever wonder why there's such an abundance of food in our grocery stores, restaurants, and hotels, and yet so many hungry people in Hawai'i? Do you want to DO something about it? If so, you'll fit right in with the Aloha Harvest team!

In Hawai'i, about 1 in 5 people rely on food pantries for assistance. Yet 237,000 tons of food - or 26% of the available food supply - is wasted annually. Aloha Harvest is the largest food rescue and redistribution organization in Hawai'i. Free of charge and free of liability, we pick up quality excess food from donors (ex: wholesale distributors, grocery stores, restaurants, hotels) and redistribute it to recipient agencies feeding the hungry (ex: homeless shelters, social services, food pantries).

In 2020, we worked with 360 food donors and 273 recipient agencies to redistribute over 2.7 million pounds of good food that would have otherwise been wasted! We have been doing this work since 1999 and are a 501(c)(3) nonprofit. Learn more at www.alohaharvest.org.

The Marketing, Social Media, and Website Intern will work directly with our Communications & Marketing Manager. You will be working primarily remote, and occasionally in-person at our office: 3599 Waialae Avenue, #23 Honolulu, Hawaii 96816. Examples of duties and projects will include (with guidance and final approval from Communications & Marketing Manager):

- Research and compile a current list of promising press contacts
- Create an Aloha Harvest press release template
- Design Instagram stories: (ex: FAQ highlight)
- Assist in creating Aloha Harvest onboarding materials
- Capture photos, quotes, and stories of Aloha Harvest partners & events
- Management and administration of company website
- Add well-researched food rescue materials to our website
- Create email marketing campaigns
- Research and implement additional tools/platform to increase engagement
- Various administrative tasks in support of the Aloha Harvest team & mission

Basic knowledge/skills needed:

- Desire and enthusiasm to learn
- Self-motivated and strong initiative
- Administrative/organizational thinking
- Collaborative thinking



- Design thinking
- Attention to detail
- Follow-through and follow-up
- Graphic design
- Storytelling, writing, and editing
- Instagram, Facebook, Twitter, LinkedIn
- Google Workspace (Drive, Calendar, Docs, Sheets, etc.)

Extra skills that will significantly help:

- Canva
- Hootsuite
- Mailchimp
- Piktochart
- WordPress
- Project Management