

Wakefern Food Corporation

We have the following internship opportunity in Consumer and Corporate Communications for the summer of 2011.

Communications Intern (Edison, NJ)

Consumer and Corporate Communications

The competitive nature of our market place requires us to have a proactive communications team that can address the ever-changing communications landscape. Social media (blogging, FaceBook, Twitter, etc.) has changed the way we communicate and has enabled us to reach niche groups of consumers – targeting their specific interests and affinities.

At the same time, a growing number of crises have emerged – particularly on the food safety front. Other issues, from legislative to environmental and corporate social responsibility have required corporate communications to significantly increase their efforts in all areas (consumer communications at retail, media relations, monitoring of social media sources, and communications with other constituencies, etc.). All combined, the support of a student intern would help facilitate several key projects on deck and at the same time, provide an exceptional experience for a bright and energetic individual(s) to gain first hand experience in this area.

In this position, the intern will assist the communications team in writing and researching various communication pieces, plan and coordinate events.

Responsibilities are inclusive of but not limited to:

- Research and track media hits using Vocus database
- Research content for internal and external publications
- Assist Communications Specialist in developing press releases, articles and feature stories for placement in newspapers and other publications
- Manage communications for yearly 'Check-out Hunger' program
- Maintain Video, DVD, Photo, and Archive libraries

To be considered a candidate must meet the minimum qualifications:

- Must be at least 18 years old
- Must have completed 24 college credits with a 2.9 cumulative GPA or better
- Must be currently enrolled in undergraduate or graduate school for fall of 2011
- Successful completion of a substance abuse test and background check required
- Valid driver's license and flexibility with regard to travel required
- Strong MS Office skills (Excel, Word and PowerPoint)
- Strong interpersonal, analytical and customer service skills with the ability to multitask and manage time effectively
- Solid writing and grammar skills as well as excellent communication skills
- Detail oriented, able to work on multiple projects, meet tight deadlines, and operate in a team environment to accomplish goals
- Ability to exhibit proper business etiquette when dealing with all levels of the organization
- Corporate Communications or Public Relations majors a plus

RESUMES MUST BE RECEIVED NO LATER THAN MARCH 25, 2011

Please submit your resume through www.shoprite.com or www.wakefern.com for consideration.
Additional inquiries can be sent to InternshipRecruiter@wakefern.com

EQUAL OPPORTUNITY EMPLOYER COMMITTED TO A DIVERSE WORKFORCE, WHICH REFLECTS THE COMMUNITIES WE SERVE.

