**2018-19 Internship**

**Internship Summary**

An intern candidate is sought to support healthful eating research, content development and marketing initiatives at Kinsho. Activities include, but are not limited to:

- Conduct research on meal prep and healthy eating desires and challenges amongst target audience (women, moms and their children). Synthesize findings for publication in consumer media.
- Develop and execute social media growth strategy based on consumer insights.
- Compile data and content for 2019 release of kinshoKIDS mindful meals guide.
- Analyze and recommend expansion opportunities based on consumer demand and healthy eating best practices.
- Note: Kinsho products will be provided to our intern for their personal use.

Mentoring, training and supervision will be under the direction of Kinsho Founder, Heather Sears.

**Requirements**

- Strong working knowledge of social media platforms.
- Excellent written and oral communication skills. Desire to share knowledge on nutrition with consumer audience.
- Ability to work independently as well as collaborate.
- Experience, or interest in, executing consumer research using online platforms.
- Desire to work with a fast growing, woman-owned startup where you can make a true difference in our customers eating experiences.

**Timing/Location**

- November through May/June (flexible). 10-15 hours per week.
- Office is downtown Boston. Internship will require at least one in-person planning meeting per week. Work can be completed independently as activities allow.

**Contact**

- Heather Sears [greetingsheather@gmail.com](mailto:greetingsheather@gmail.com) 617-840-0968
About Kinsho

Kinsho is dedicated to helping people create enlightened eats. We create well-designed lunchware and meal prep products and provide mindful eating micro-content. Kinsho products have been awarded “Best Value” by SheKnows media and are best sellers on Amazon.

Kinsho was founded by Heather Sears, author of the 4x award-winning book, Mind to Mouth: A Busy Chick’s Guide to Mindful Mealtime Moments, an accomplished marketer and 2018 Boston Trailblazer. She started Kinsho because her increasingly mindless food habits had her choking during triple-tasking work lunches and making unhealthy (but fast!) food choices for herself and family. By incorporating mindful choices into her consumption journey she vastly improved her mealtime experiences. Read more here.