



2019 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 short term online research on meal prep and healthy eating desires and challenges amongst target audience (women, moms and their children).
- Synthesize findings for publication in consumer and social media (press release, infographic, etc.) for late summer 2019.
- Create social media and marketing content for new product launches (short blog posts, emails, Pinterest).
- 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

- Immediate start date (flexible) through Aug/Sept. 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.

University Credit

- Work can be organized to fulfill credit requirements for university classes.

Contact

- Heather Sears 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 Mealtimes](#), 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](#).