1. **Name:** Beech-Nut Nutrition Corporation

2. **Background Information:** Beech-Nut® is a family owned company dedicated to making nutritious, great-tasting infant and toddler food. We've been making baby food for over 75 years at our headquarters located in the heart of upstate New York. Since 1931, Beech-Nut Nutrition Corporation has been built on a history of innovation and dedication to infant nutrition. Headquartered in Amsterdam, New York, Beech-Nut is the number two leading baby food brand in the United States. As a subsidiary of Hero AG of Lenzburg, Switzerland, a global leader in consumer goods and infant feeding, Beech-Nut is able to combine resources to continuously improve food and nutrition for infants. Hero AG, an international brand-focused consumer-foods group, was founded in 1886 in Lenzburg, Switzerland, and is committed to producing high-quality, nutritious products in its core product categories of Infant Nutrition and Fruit. Hero’s operations are based predominantly in Europe, North America and Middle East & Africa and, most recently, China. In 2010, the group generated revenues of in excess of CHF 1.8 billion with over 4,000 employees in more than 30 countries.

3. **Position Name/Job Title:** Marketing Coordinator

4. **Position Context:** This internship position will directly impact our mission of providing innovative nutritious food for infants/toddlers, as the intern will research market trends and analyze data to understand parents’ needs and wants with regards to the health of their children.

5. **Position Description:** The Marketing Coordinator assists the Marketing Department on managing, coordinating and executing a myriad of responsibilities in the Marketing function. Critical project responsibility areas include performance tracking/implications, budget management, new product development support and marketing plan coordination. The Marketing Coordinator also interfaces with Sales and Trade Marketing to facilitate execution of trade communications and materials.

   Specific job functions and responsibilities may include the following:
   - Assist in executing the Annual Marketing Plan
   - Manage Marketing Budget including processing/tracking expenditures within approved budget
   - Analyze and derive implications and recommendations on performance data
   - Support the new product development process from conception to market launch
   - Cross functionally manage execution of brand support activities (in-store, off line, on line, etc)
   - Work with external agencies to ensure all brand activities are organized and on schedule
   - Interface with Sales/Trade Marketing to facilitate execution of trade communications and materials

6. **Basic Qualifications and Preferred Experience:**
   - Strong communication, analytical, organizational and computer skills
   - Project management skills preferred
   - Ability and confidence to interact with senior management in formal presentations
   - Ability to work in conditions which include multiple and sometimes conflicting priorities
   - Good interpersonal skills
- Must demonstrate the curiosity, desire and ability to learn and drive change
- Microsoft Office
- Class work in marketing, economics, or business

7. **Work Schedule**: It is the expectation of the CALS NYS Internship Program that interns will devote 32 hours (80%) of a standard 40-hour work week to the responsibilities of their position and 8 hours (20%) to the community engagement project. The 20% release time will be taken either in one eight-hour day or two, 4-hour half days.

8. **Expected Outcomes (for intern)**: Overall, the intern will gain first-hand knowledge of, and practice in, the multi-faceted functions and responsibilities of market management. Specifically, he or she will acquire data analysis and interpretation skills, increase his or her understanding of budget management procedures in an applied setting, become familiar with protocols of working with external agencies to support branding activities, increase his or her experience with giving formal presentations, particularly to senior management staff, and gain experience with trade communications practices and the development of related materials.

9. **Location of Assignment**: Amsterdam, NY

10. **Other**:
    **Beech-Nut Eligibility Requirements**
    - You must be 18 years or older
    - You must be willing to take a drug test as part of the selection process
    - You must be willing to submit to a background investigation as part of the selection process
    - You must have unrestricted authorization to work in the United States