



JUCCE

Marketing and Sales Intern Job Description: 2020-2021

Location	318 Maoming Lu, Shanghai, CN	
Job Title	Marketing & Sales Intern	
Type of position:	Full-time volunteer Intern, minimum 2 months	Hours: 8+ hr / day
Level/Grade	Rising Junior Undergraduate or graduate Student	
Websites	http://jucce.org/intro	Contact volunteer@jucce.com

POSITION DESCRIPTION

The intern will work on JUCCE's Food Heroes educational program to create tangible curriculum that will be used by millions of children across China, as well as localized globally. Food Heroes is the leading food education curriculum for kids aged 5-9. Your work will change the way people eat, and improve economic, societal, and planetary health.

This role is suited for those looking for rapid career development and responsibility in China, the biggest growing market in the world. This role is for people who are called to make impact on humanity and want to work with a group that has a proven track record to catalyze societal changes. This role is for people who want to learn how to work in a collaborative fashion with great effectiveness among leading experts in our field.

This position also exposes interns to the fast-paced Chinese work environment where you will learn to navigate challenges in a new work culture. Successful candidates should be eager to be pushed and challenged within the internship and also within a new environment with significantly different modes and styles of work. While challenging, experience working in China and communicating across languages and cultures are advantageous skill sets for any future career.

Interns will work for an internationally well-regarded organization in sustainability. JUCCE has been at the heart of the greening of China for a decade. Expect an energizing learning experience in one of the top internship programs in China. You will gain practical hands-on knowledge in collaboration, innovation, storytelling, and social enterprise. You will interact with seasoned experts from fields such as: China consumer markets, Food, Health, Climate Change, Education, Marketing, Design, Gamification, Social Media and Policy.

Interns will be personally mentored by Peggy Liu, a TIME Magazine Hero of the Environment and McKinsey alum (www.jucce.org/peggyliu).

JUCCE runs its internship program for summer, spring, fall and gap years. The minimum term is two months for summer and three months for spring/fall. This is a volunteer program. 2020 internships are virtual and you can complete them in any location in the world, as long as you have a good Wi-Fi connection and computer with camera.

JUCCCE

Marketing and Sales Intern Job Description: 2020-2021



COMPANY OVERVIEW

JUCCCE is one of the top environmental organizations in China, accelerating the greening of China since 2007. JUCCCE is a leader in creating systemic change in sustainable cities, sustainable consumerism, and smart grid, and most noted for its multi-sector convening power.

Key JUCCCE milestones: holding the first public dialogues between US & China on clean energy, introducing Smart Grid to China, educating ~1000 Chinese government leaders on how to build sustainable cities, creating the China Dream initiative to reimagine prosperity for sustainable consumerism, launching China's first comprehensive kids' healthy food curriculum. JUCCCE has one of the longest running, most impactful internship programs in China for foreign and domestic students.

FOOD HEROES

JUCCCE's Food Heroes program aims to change the way people eat, in a way that is good for them and good for the planet. Food education is a new global priority because it can improve development pathways of entire countries. Yet most countries have no formal food education program.

Over the course of a year, or 37 classes, students and teachers play games together to discover the lost meaning of food across the web of life. Students accompany 5 Food Heroes in their journey to unlock the right combination of foods and help them win over food villains to save the world. After conquering all 3 Quests, students become Food Heroes who eat with love for their bodies and planet.

Food Education is the secret ingredient for a better world

Food Heroes appeals to everyone because everyone is fascinated with food. Everyone has their food struggles. Through exploring our relationship with food, we can heal ourselves, we can connect with the people around us, and we can bond with the nature that sustains us. In other words, Food Heroes teaches children how to be better people with self love, sharing love, and loving our world.

JUCCCe

Marketing and Sales Intern Job Description: 2020-2021

MAJOR AREAS OF RESPONSIBILITY

We are looking for people with a passion for children's education, storytelling, gamification, nutrition, cooking, sustainability. Candidates should be comfortable working in a start-up environment, be self-starters, and have the ability to independently own and finish tasks and projects. The best suited candidates enjoy dynamic, fast-paced work settings, and being immersed in new cultures.

The intern will be able to use his/her superpowers where the program sees a fit. The skills that are most needed are:

- WordPress web development, Apple computer system management, contact database management,
- graphic design using Adobe Illustrator for use in creating curriculum materials, learning toys, cartoon characters and box design,
- publishing using Adobe InDesign
- project management, event management,
- video editing, photography, visual layout of publications
- writing Kindergarten stories, writing blogs, interviewing experts,
- experience teaching kids ages 5-9 to be applied to ongoing development of the Food Heroes curricula,
- applying gamification mechanisms to create a gamified reward system for kids, parents and teachers,
- Native Chinese bilingual interns are needed to help translate English to native Chinese, write Chinese language blogs for parents, record Chinese language teacher training materials for website and video.
- Previous internship experience (at least one previous internship) is required

JUCCE

Marketing and Sales Intern Job Description: 2020-2021

JOB REQUIREMENTS

- Currently enrolled in an undergraduate or graduate degree program. Rising junior or older.
- Should be passionate about educating children and parents on improving diets; personal and planetary health; bettering the world.
- Must thrive working under pressure in a fast-paced, hard-driving work environment with long and irregular hours.
- Must be a quick learner, self-managing, and solutions-driven.
- Must not be afraid to ask questions when working towards producing high-quality and tangible work output in a team setting.
- Must not be afraid to make suggestions to improve the work environment and program.
- Not easily intimidated when meeting world experts.
- High degree of professionalism, on-time, responsive, over delivers, presentable and articulate in corporate settings. Extremely detail-oriented and organized.
- Empathy, flexibility and over-communication helps in succeeding both in Western and Chinese cultures. Extroverted, positive attitude and smiley interns can take full advantage of the many social and networking events in which JUCCE participates.
- Strong oral and written communications skills will make you stand out.
- Speaking and writing Mandarin is advantageous but not completely necessary.

Additional Helpful Qualifications:

- Experience with publication layout and design, graphic design, video production, website design, narration, animation, vlogging.
- Project management experience
- Brave thinking along adjacent possibilities allows JUCCE to do better than status quo.
- Able to synthesize information and spin it into a compelling story to our audiences.

Must be work full-time for a minimum of two months, unless applying through a formal internship program with specific hours.

HOW TO APPLY

- Please send us your most recent CV and a cover letter that shows us your unique passions and ways you can contribute. What management and research work you have done in the past. Why you are interested in working for JUCCE. Describe your work habits and personality. Email meredithbosco@jucce.com
- We will try to respond within 2 weeks of receiving your application. Should we decide to proceed with your candidacy, we will schedule a video interview as follow-up. Project assignments for accepted candidates may change as we get to know interns' individual strengths.