

# WORK FOR A START-UP THAT MAKES BEER ICE CREAM (REALLY)



**Why apply?** If we have to explain, you probably aren't the right candidate.

**Who is?** We're looking for someone as unique (and crafty?) as our product.

If any or all of the following apply to you, you should consider applying:

- a. You've successfully organized and executed a "Beer Olympics"
- b. You're privy to inside knowledge when a shipment of limited release bottles arrives at your local package store
- c. You were asked by Greek administration to take down your epic video documentary of the pledging process despite its journalistic accuracy and viral popularity

**Prove it:** Creative responses are encouraged.

1. Are you 21?
2. What is your favorite beer?
3. What are your plans if something with Frozen Pints doesn't work out?
4. Write your own question. (and answer it).

Please send your answers to the above (and anything else we can't live without knowing) to:

**scoop@frozenpints.com**

visit **www.frozenpints.com** for more information



**Company Overview:** Founded and based in Atlanta, GA, Frozen Pints makes craft beer ice cream. The concept originated from an accidental spill at a party. Frozen Pints officially launched in stores in June of 2012 after a couple of years in development. Made with real craft beer and containing alcohol, it's the first product of its kind.

Frozen Pints offers a variety of standard and seasonal flavors, based on different styles of beer. It is currently available at over 50 retail and restaurant locations around the Atlanta Metro Area including select Whole Foods Markets, Total Wine, and local package stores.

## **Job Description**

**Position:** Marketing Intern

**Fields:** Marketing, Sales, Event Management, PR/Communications

### **Responsibilities (include but not limited to):**

- Be a passionate, brand ambassador – become an expert in all things Frozen Pints, share our story, grow excitement and awareness in the community
- Coordinate, prepare for, and execute marketing events - including beer/music/arts festivals, tastings, in-store promotions, and other engagements
- Maintain and manage online and social media presence (website/facebook/twitter)
- Develop and deliver communication materials such as press releases, promotions, point-of-sale materials

**Location:** Atlanta area preferred, some local travel required

**Schedule:** Flexible – will be based on our event schedule. ~20 hrs/wk, some Saturdays and Sundays.

**Start:** As soon as possible, 1 semester minimum

**Note:** This is an unpaid internship. Ask about course credit opportunities.

**[www.frozenpints.com](http://www.frozenpints.com)**