

About this Job: Marketing/Social Media Intern

About Coffee Cup Collective

Coffee Cup Collective wants to make it sustainable, practical, and convenient to take local coffee with you, wherever you go - without the waste of a disposable cup. Coffee Cup Collective offers stylish, high-quality reusable cups (we call them Collective Cups), and actively distributes, collects, and cleans them so that they are available to subscribers at their favorite local coffee shops.

How does it work? Coffee Cup Collective distributes clean cups to participating independent coffee shops, customers subscribe to the service, enjoy their coffee in a Collective Cup picked up at whatever participating shop is convenient for them, and then deposit their cup in one of our collection bins located throughout the city. Coffee Cup Collective then collects, cleans, and redistributes.

Coffee Cup Collective is on a mission to make being environmentally responsible convenient and attractive.

Intern's Role/Project:

The beauty of an early-stage start-up is that there are endless opportunities for learning. The ideal candidate is curious, a problem solver, and a go-getter. We are looking for someone who is willing to roll their sleeves up to get the job at hand completed, always paying attention to detail.

The internship will begin within an in-depth immersion phase. The intern will get to know how the business operations works, the partner cafes and coffee shops, meet and interview some customers, and review voice of the consumer survey data. From there, the intern will develop an online and social media strategy and roadmap. Once the strategy and roadmap are approved by Coffee Cup Collective leadership, the intern will begin implementing the roadmap.

Throughout the process, the intern will be asked to use data to quantify impact of the strategy to help iterate the roadmap. More specifically, the Intern will work to promote and get the word out about the service. They will work:

- Onboard and educate service members
- Help with social media (Twitter, LinkedIn, Facebook, and Instagram)
- Help market environmental impact of corporate partners
- Assist with marketing in the City of Boston for Coffee Cup Collective
- Write and publish blog posts

Intern's Requirements

- All majors and all grade levels are encouraged to apply
- Preferably Boston based, but remote work can be considered if intern starts before the school year has ended
- Organized and willing to work hard

- Strong written and verbal skills
- Excited by the mission

Accepting applications for Spring 2020 and Summer 2020

About this Job: Logistics/Operation Intern

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The intern will:

- Assist with organizing the logistics of pickups and drop-offs of the cups
- Assist with making sure operations of cleaning, quality control, and cup retirement run smoothly
- Work with the marketing intern to get the word out in Boston and with participating partners
- Work directly with the Operations Coordinator of Coffee Cup Collective to measure impact of waste reduction
- Conduct a variety of other tasks that may need to be done to better Coffee Cup Collective's integration into Boston
- Help onboard new cafés

Intern's Requirements

- All majors and all grade levels are encouraged to apply
- Preferably Boston based, but remote work can be considered if intern starts before the school year has ended
- Organized and willing to work long hours
- Strong written and verbal skills
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Accepting applications for Spring 2020 and Summer 2020

About this Job: Environmental Impact & Analysis Intern

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The Intern's project will be to assess the environmental impact of our service, recommend improvements, and then develop a strategy to communicate where we are today and how we plan to improve. More specifically, the high-level deliverables include:

1. Calculate baseline of the environmental impact of a coffee shop - focusing on the 1x use cups (mapping operations, collecting data, data analysis, hosting interviews)
2. Calculate our environmental impact (including mapping our operations, collecting data, & analysis)

3. Present findings (slides)
4. Recommendations for improving our impact (with key metrics and cost/benefit analysis)
5. Implementation plan for improving our impact (project plan)

Coffee Cup Collective has received a grant from the Massachusetts Department of Environmental Protection. The intern will assist in writing a report for that grant.

Intern's Requirements

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Accepting applications for Spring 2020 and Summer 2020

Does any of these sound like a job for you? If so, please send your resume and a short cover letter about why you'd excel in this role to: info@coffeecupcollective.com.