Blogging and SEO Intern (Lead Generation, Content and SEO)

Foodie For All
Location: New York, NY
Deadline: Feb 13
Approx Hours: 20 hrs per week
About: INTERNSHIP

Tags: Software Development, Media, Communications, & Journalism

Founded by a Harvard Business School, Bain and BCG alum, FoodieForAll is an online ordering platform and courier service that delivers food from the top restaurants such as Shake Shack, Momofuku, Balthazar and Nobu. We are currently active in Manhattan and looking to expand into other cities in the near future. We're looking for an ambitious, intelligent and hard-working individual who has previous experience in blog writing and SEO, and can increase the organic traffic and lead generation of our site. If you have interest in digital marketing and startups, this is a unique opportunity to get high level of exposure / responsibility and learn execution at the same time since you will be playing an important role in our Search Engine Optimization project and will be frequently interacting with the founder and the CEO.

Responsibilities:
- Writing articles for our blog (8/month) and newsletter (4/month)
- Posting on Facebook, Twitter & Other Social Media Sites
- Link building activities including blogger/journalist outreach
- Social Media Activities
- Special Projects assigned by Senior Management
- Optimize the structure of the site for optimal crawling from Google
- Make sure the content of the site is rich with the relevant SEO terms and increase the relevant content on the site.
- Participate in creating the content strategy and the content for it.
- Adding meta tags to content and hyperlinking key word phrases.
- Create additional content/ copy as well as reproducing current content that isn’t SEO optimized.
- Frequently auditing the FoodieForAll site for copy, usability and/or technical issues.
- Working closely with Google Analytics, Google Webmaster, third party contractors and related software/services to enhance FoodieForAll’s search engine ranking.
- At the end of your internship we would hope that the traffic to our site would increase by multiples. In such a case this is a role that would become a full time role.

Requirements / Experience:
- Strong communication skills, both verbal and written
- Previous blogging and SEO experience
- Comfortable with database, web and spreadsheet applications
- Extreme attention to detail
• Strong organizational skills.
• Startup experience is a plus
• Recent grad or current student.
• Creative solutions driven mindset, with a getting things done attitude
• Entrepreneurial DNA
• Energy! We’re seeking very energetic, outgoing individuals. You should be hungry to succeed, organized and self-disciplined.

What you’ll get:
• Access to great people, opportunities and exposure to other startups
• An experience with a funded startup in the vibrant NYC startup scene.
• Flexible hours, depends on your schedule.
• Networking opportunity with food and tech bloggers and journalists
• Development of marketing skills across all functions
• A great opportunity to work closely with real life entrepreneurs
• Incredible hands on experience creating and running your own SEO campaigns.
• Responsibility from day one – if you have a good idea, we let you run with it and manage it yourself.
• Support, mentorship and advice from a passionate and skilled team who love what they do (and do it well!)
• First-hand knowledge of executing SEO campaigns
• An understanding of marketing strategy (specifically a crash course in all things lead generation, content and SEO)
• An understanding of the broader food tech and local online market
• An invaluable insight into life in an Internet startup
• Exposure to the wider marketing mix, including website design, development, social media, email marketing, internet marketing and brand development
• You will also gain valuable transferable skills from working in a fast-paced and challenging environment, as well as an opportunity for a good, strong reference.
• A weekly stipend with the near-term potential for paid opportunity.
• A potential full time position for the right candidate, based on performance.

FoodieForAll is growing rapidly, so there is significant potential to grow with the business after your internship!

To apply, please send your resume and a cover letter highlighting your relevant previous experience and any relevant links to melissa@foodieforall.com

We look forward to hearing from you!
The FoodieForAll Team.