



MARKETING INTERNSHIP

JOB SUMMARY

This individual will work with the *Brand Team* on the day-to-day implementation of Auntie Anne's marketing, promotional and advertising plans. In addition, they will serve as a resource for the *Brand Team* and all Marketing Department team members to better serve our franchisee customers, store managers and Store Support Representatives.

ESSENTIAL DUTIES

1. Assist with local marketing projects, including the development and coordination of Local Marketing Case Studies
2. Work with Auntie Anne's advertising agencies and Marketing suppliers as needed.
3. Assist with the coordination of national and market test campaigns, such as in-mall advertising and new product tests.
4. Assist, as needed, with the support of packaging needs.
5. Work on specialized marketing projects as determined by Senior Marketing Specialist.
6. Oversee one or more other areas of responsibility as appropriate and necessary.
7. Monitor and respond to blogs and other social networking channels.

SUPERVISORY RESPONSIBILITIES

N/A

QUALIFICATIONS

Education/Experience:

Course of study in Marketing/Business Administration. Strong communication, organizational and copywriting skills. Must be professional and able to communicate clearly with franchisee customers and managers on the telephone and/or e-mail. Must be flexible/resourceful.

Communication Skills: (computer, office equipment, etc.)

Must have excellent verbal and written communication skills, including good platform skills. Must be computer literate, with a working knowledge of Microsoft Word, Excel and PowerPoint (or similar word processing). Must be familiar with operating office equipment such as copy machines, fax machines, etc.

PHYSICAL DEMANDS OF THE JOB

Must be able to type, communicate (speak and hear), see, drive a vehicle, and travel, if necessary, using public transportation, e.g. air travel, etc.

To be considered for this position, please complete our online application at http://www.auntieannes.com/job_application.aspx and/or submit your resume and cover letter to:

Auntie Anne's, Inc.

Attn: Human Resources

Suite 200

48-50 West Chestnut Street

Lancaster, PA 17603

E-mail: careers@auntieannesinc.com

Fax: 717-435-1436