



2010 Pirates Brands College Internship: "Summer Pirate Program"

Pirate Brands, is looking for a few select college students to help us out this summer while we educate people to 'Get Hooked!'

Tuesday, June 1st - Friday, August 20th

position mission:

support the field team by assisting in the field with sales, merchandising, and field marketing. the intern will report to an area brand manager.

- + new account prospecting
 - >> **survey specific market areas for opportunities**
 - >> **open new accounts based on cold calling and account leads**
 - >> **expand distribution of new products and line extensions**
- + account maintenance
 - >> **nurture existing accounts to create overall Pirate Brands presence**
 - >> **establish and maintain relationships with Pirate Brands accounts**
 - >> **set up display opportunities**
 - >> **place hard/soft pos**
 - >> **place equipment ie. display racks & other merchandising tools**
- + route rides
 - >> **work with the distributor rep to**
 - open new accounts
 - place hard/soft pos
 - take re-orders adding incremental case sales
 - increase availability within accounts
 - educate the rep on our brands/culture
- + merchandising
 - >> **gain incremental space by increasing availability**
 - >> **place hard/soft pos**
 - >> **reset shelves**
 - >> **place display racks**
 - >> **maintain shelf presence by controlling inventory at store level**
- +field marketing
 - >> **assist in executing local community and marquee events**
 - >> **execute in store demos/sampling**
 - >> **distribute product and educate consumers about our products**

** you MUST be able to work weekends, if needed

** you MUST have a car, valid US driver's license and proof of insurance

** computer/internet access required, as well as bank account for direct deposit

Pirate Brands provides a fair and equal employment opportunity for all associates and job applicants regardless of race, color, religion, national origin, gender, sexual orientation, age, marital states or disability. Pirate Brands hires individuals solely on the basis of their qualifications for the job to be filled.