



## ROLE & RESPONSIBILITY

# Intern, Community Marketing

As a Community Marketing Intern you will play an integral role in helping to grow Heyday's LA-based presence and shaping how we engage with our community on-the-ground. Reporting to the Manager of Community Marketing, you will assist in bringing Heyday's voice and brand to life via local initiatives, brand partnerships, community outreach, and events with a focus on our new shop in Brentwood. In this role you will develop skills in communication, influencer marketing, branding, event production, time-management, and community building.

### **About Heyday**

*We are expert skincare with a human touch. We started Heyday to personalize skincare to create positive change in people's lives – for both our teams and our clients. We're all about helping people feel great in the moment and empowering them to continue that journey on their own. Heyday means the period of your greatest strength, vigor, or success – your prime. We believe everyday should be your Heyday. We just happen to start with skin.*

*Heyday is headquartered in Soho, New York, with 5 retail locations across Manhattan and 2 in Los Angeles. This is an exciting opportunity to join a small, collaborative team and have a direct impact on our fast-growing business. This position will be an integral part of the organization. The candidate must have commitment and passion for the mission of Heyday to be a catalyst for people to look and feel their best. You are a magic maker who sees possibility and turns dreams into reality.*

### **Key Responsibilities**

#### **1. Strategy**

- Support all marketing, communications and events specific to Heyday's LA locations, under the direction of the Community Marketing Manager
- Bring creative ideas to the table in how we can deepen our relationships with and grow our LA-based community
- Support in tracking all growth metrics in relation to goals and preparing reports to share with the wider Support Office team

#### **2. Brand Partnerships & Events**

- Help field inbound charity and brand partnership requests
- Support outreach to potential local community partners/brands
- Lead logistics coordination, staffing, and execution of events such as offsite pop up experiences and in-shop private client events
- Ensure activations are properly equipped, purchasing supplies and organizing materials as needed
- Act as brand ambassador during activations and events, answering questions and gathering feedback from our community

Expert skincare with a human touch

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### **3. Administrative**

- Maintain the marketing calendar and communicate event/activation details to the Shop teams and the NYC-based Support Office as needed
- Assist the Support Office Marketing team, in particular the NYC Community Marketing Specialist with administrative tasks as needed

### **Qualifications**

- Currently enrolled in or recently graduated from an accredited four-year college
- 1-2 years of experience in wellness/community/event marketing (startup experience is a plus!)
- Event production experience a plus
- Excellent written and verbal communication skills
- Personable, detail-oriented, self-starter, thrives in a fast-paced environment
- Ability to work non-traditional business hours, including weekends
- Passion for wellness, skincare, and the pursuit of self-excellence

### **Location & Logistics**

- The role will be based in Los Angeles and will split time between Heyday's shops and local office
- The role will occasionally require working nontraditional business hours

### **Reporting**

- The role will report to the Manager of Community Marketing