



Kuli Kuli Marketing Fellowship

Kuli Kuli is a rapidly growing startup at the intersection of consumer packaged goods (CPG) and social good. We are creating an international market for *Moringa oleifera* to improve the livelihoods and health of women in the developing world. We sell healthy products made with moringa sustainably sourced from women-run cooperatives around the world. Our products are carried in hundreds of grocery stores and sold online at kulikulifoods.com. Kuli Kuli's mission is to create a world where everyone has access to nutritious sources of food and malnutrition only exists in history books. We've been featured on [MSNBC](#), [NBC](#) and in [Fast Company](#) for our unique products and compelling social mission.

We are looking for a Marketing Fellow with a passion for brand-building, market research, and social change to help us grow our company and cause. Through creative marketing campaigns, field marketing events, strategic press outreach and work with our sales and brand ambassador teams, you will help ensure that our target audience feels the passion that is at the core of our company. You'll work closely with our CMO to grow the movement and make sure that amazing superfoods like moringa benefit those who need them the most.

Responsibilities

- Help plan and launch in-store and online campaigns
- Field marketing events
- Press outreach
- Work with CMO to conduct consumer and market research
- Manage and leverage our social media and event calendars
- Leverage digital marketing to grow our online audience and retail sales
- Create quality written and visual content for our digital and in-store marketing materials
- Help manage our online advertising, including Google, Facebook, and Retargeter ads
- Write and assist with op-eds for Forbes, HuffPost and others
- Assist with video and design production as needed
- Assist with sales events and store visits as needed

Required Skills/Experience

- Passion for sustainability, health, entrepreneurship, and global development
- Excellent written and verbal communications
- Press outreach and media relations
- Eagerness to learn
- Unshakable positivity
- Self starter and problem solver
- CPG experience strongly preferred
- Visual communications a plus
- Design and/or video production skills preferred

**Hours & Compensation**

Small stipends will be provided to qualified full-time candidates with a minimum three month commitment for the summer fellowship and a six month commitment for fall and spring. Start and end dates are flexible for those in graduate or undergraduate programs. The position is based in our dynamic office near the beautiful waterfront of Lake Merritt in Oakland, CA. Perks include unlimited snacks, a gym membership and regular team outings. Based on performance, a full-time offer is possible at the end of the fellowship.

Application Instructions

Email your resume and cover letter to jobs@kulikulifoods.com with your name and the position in the subject line like this, "[NAME] for Marketing Fellowship." Applications will be reviewed on a rolling basis.