



Gooné – Marketing Internship

Gooné launched 2.5 years ago with ambitions to be the number 1 'Brand' in the budget alcohol category. In order to achieve this goal, Gooné is going to need assistance from some motivated people to help build the brand. The mission is to create an affordable beverage that tastes great and allows customers to feel good about themselves whilst ballin' on a budget. If you enjoy having a few cheeky drinks with friends, then you will most likely already have a pretty good understanding of the behaviours of our target demographic. If the thought of joining a start-up alcohol company on a mission to become the number 1 'Brand' excites you then, please refer below for more details.

Role:

As a marketing intern for Gooné you will be expected to assist Gooné grow their online presents and promote the brand via different marketing campaigns.

Your main focus will be to create organic content for Gooné on Instagram and help to grow our social presents. The goal is to create relatable and engaging content that is relevant for Uni Students.

Expectations:

5 hrs a week - estimated breakdown:

- 2 hours – creating content (you don't have to be on camera if you don't want to be)
- 2 hours – editing content.
- 1 hour – planning content and analysing metrics.

Preferred Skills:

- Capabilities with graphic design software (Canva ideally)
- Photography / videography skills (iPhone quality will suffice)
- Photo / video post-production editing skills
- Understanding of what drives social media metrics
- Assist to develop various online campaigns to drive metrics
- Data analysis of social media metrics
- Understanding of what drives online traffic to website and socials
- A social human that can balance a good grades and partying 😊

Benefits:

Ability to influence and assist a start-up business as it scales whilst getting experience in a range of marketing disciplines.

Industry work experience that will lead to either;

- Future employment or,
- Resume reference for future job

Internship Duration:

- 1-month probation period,
- Followed by 5 months Internship

How interns will be considered:

- Alignment with the vision, mission and values of Gooné (refer appendix)
- Willingness to learn new marketing skills as required.
- Experience and relevant skills for position
- Ability to understand target demographic and consumer behaviours.

How to apply:

Email hello@goone.wine with:

Mandatory:

1. Either; (A) cover letter (PDF) or (B) email introduction about yourself
2. CV in PDF form

Optional:

3. Portfolio of any work you have done that is relevant to job and/or any changes you would implement to the Instagram page if you were successful.

If you have any questions, feel free to email hello@goone.wine before applications close on 7/4/23 at 5pm.

Appendix 1

Vision

Become the number 1 'Brand' in the budget alcohol category.

Mission

Create an affordable beverage that tastes great and allows customers to feel good about themselves whilst ballin' on a budget. #StayClassy

Values

1. Work hard, play hard – Reward hard work
2. Fun and exciting – Create a carefree brand that speaks to the customers lifestyle.
3. Customer Commitment - go above-and-beyond to serve both the retailer and the customer. Add a personal aspect that the big companies lack.