

## **Food Retail & Business Development Assistant - Internship**

### Company Information Background :

Cheezelo is a cheese and deli retail shop based in Central London. We provide high level services and products for the local and business community. Our main services are the ready-to-eat cheese platters, composed of delicious cheeses carefully sourced by the best affineurs and producers across Europe, the provision of cut cheeses, cured meat and other fine food products to end customers, businesses across London and in UK via various online services.

Unique in London, Cheezelo has been trading via the past year online via well known delivery platform for individuals and businesses (ubereats, deliveroo, caterwings, etc.) and on famous markets in East London at its early stage. Cheezelo has opened a shop in June 2017 in Central London between Euston and Kings Cross which serves many cheeselovers in this area.

Whilst still in start-up mode, Cheezelo is looking for an intern to support with the development of the business, the increase of its branding on social media and online, as well as looking for new prospective clients and business to provide catering services for. The perfect candidate will also support with the sale and food preparation of the shop & deli during busy period with simple tasks.

### Role Description :

#### **Business Development & Marketing:**

- Perform Local Market research (surveys, flyers distribution, tasting distribution, etc.)
- Increasing brand awareness and position on social media (twitter, facebook, instagram, snapchat, etc.) by taking regular pictures of products, promoting brand and engaging on social media.
- Contacting, analysing, recommending trendy products from potential suppliers in delicatessen area.
- Participate in food events/talks/shows and report finding, outcomes. (food events are usually organised in the evening - 1 to 2 per month)
- Help with the organisation and promotion of cheese tasting event – Target of 2 per month (creation of event online, promoting on social media, coordination with wine promoters, develop pairing of cheese with wine, preparation of events itself).
- Support with the development of the business online on the website and other platforms (e.g amazon)
- Develop the blog, write articles about cheeses, find facts and recipes to share online and increase SEO.
- Initiate the development of a youtube channel to develop the online presence dedicated to cheeselovers.
  
- Prospect for new catering customers (Business, workspace, hotels, events, etc) by contacting them and sell Cheezelo's services.

### Sales & Customer Service :

- Delivering exceptional customer service to all customers onsite and offsite for the sale of products
- Perform the delivery of platters for catering business across London via public transport or taxi.
- Support the preparation of products sold, (cured meat, cheeses, food served and sold in the shop & deli), wrapping, packing, maintain records of sales, control stock, general cleaning duties as well as following food safety procedures

### Food & Beverage Preparation

- Assist with the preparation of deli products sold and served in the shop (cheeses, deli, drinks, raclette, sandwich, salads, etc.) during busy period.
- Assist the preparation of products sold online via delivery partners (ubereats, delivery) and via website
- Support with the preparation of catering orders for business
- Ensure food safety and hygiene procedures are met whilst preparing and serving food.

### Skills & Competencies required:

- Intermediate to advanced English language, other languages desirable
- Experience in Retail and/or food preparation is required
- Independent, creative, curious to learn and excel
- multi task and able to work under pressure,
- Able to maintain team spirit and high customer service at all time
- Passion for fine foods, particularly cheeses

Supporting the business 5 days a week, Tuesday to Saturday from 11.00 to 19.00 (subject to change).

Minimum 3 months – Maximum 6 months.

Travel card paid (zone 1-3), Work smartphone, commission of sales over the counter at 5%, training provided. (The Intern will be required to bring and use its own laptop/tablet to perform some of the duties of the internship).