



## Ghirardelli Summer Work Experience Job Descriptions - 2021

Unless otherwise stated, all positions require the following skills:

- Interest in the work and functions of your department
- Self-motivated with high level of follow-up, availability and responsiveness to department needs
- Flexible and able to work on multiple projects simultaneously
- Strong computer and organizational skills (Word, Excel, PowerPoint, Outlook)
- Strong analytical skills
- Able to work independently as needed
- Undergraduate entering your junior or senior year of college with a minimum 3.0 GPA
- Must pass a background check & urine drug screen
- Bring your enthusiasm and competitive spirit
- **Be prepared to learn how Ghirardelli makes life a bite better!**

### MARKETING DEPARTMENT

**Location: Ghirardelli San Leandro Headquarters/Remote during Covid restrictions (Onsite time TBD)**

We develop and execute growth plans for Ghirardelli Confections (Squares, Bars, Seasons) and Ghirardelli Baking products. Your job will be to support these teams at our corporate headquarters in San Leandro. Projects will vary and are still in the process of being determined, but they may include:

- Analyzing consumer and market trends to uncover insights that will drive growth for the business
- Researching food brands with super-premium line extensions and analyze positioning and marketing tactics
- Deep dive into Digital content, best practices and trends
- Supporting one of the brand teams with consumer research
- Assessing in-store promotional ideas and recommend highly-visible tactics for further exploration, managing any approved execution
- Helping with preparation for annual sales meeting and other events

**Key Project Work Includes:**

**Project Purpose:**

- Build strategic growth plans and activation ideas through consumer-center insights on Baking Chips and Sauces

**Project Objectives (Key Performance Indicators):**

- IRI Metrics & Analysis
- Understanding quantitative and qualitative research methodologies
- Build cross-business insights from Professional Products and Retail Divisions

**Project Scope:**

- Uncover consumer insights on Baking Chips and Sauces through various research methodologies

**Project Deliverables:**

1. Presentation synthesizing Private Label Chips insights (Quantitative) from our top customers (Walmart, Kroger, Target)
2. Qualitative Research on Sauces consumer uses occasions (e.g. sundae flavors, beverages, desserts...through insights gathered from our Friends & Family panel, consumer interviews, and "One Ghirardelli" learnings from PPD and R&R )
3. Uncover recipe trends and insights through user generated content and digital channel metrics and analysis (e.g. Pinterest recipe trends, google Ads/Search, Instagram, etc.)



## **OPERATIONS DEPARTMENT / PROJECT MANAGEMENT**

**Location:** Ghirardelli San Leandro Headquarters/Remote during Covid restrictions

**Project Purpose:**

Assist Project Management in developing and publishing training documents for New Product Development and Product Lifecycle Software DevEx.

**Project Objectives** (Key Performance Indicators):

- Develop training decks for software
- Uploading Decks to learning platform

**Project Scope:**

- High-level scope of the project
- Work with Project Management team to develop and refine training slide decks. Assist in uploading to Learning Square and creating a training course for Ghirardelli employees.

**Project Deliverables:**

1. NPD Training Deck
2. DevEx training Deck
3. Recommendation for Learning Square training course

## **FINANCE DEPARTMENT / Financial Planning & Analysis and Restaurant and Retail Division**

**Location:** Ghirardelli San Leandro Headquarters/Remote during Covid restrictions

**Main Project:** The Finance Department is responsible for providing strategic financial insight and accurate reporting on the overall performance of the business. We develop a balanced view of the past and future financial opportunities and risks associated with all divisions of the company including executing key financial initiatives. This role will split time supporting FP&A Cost Center Reporting and the Restaurant & Retail division in utilizing data to help the business make well informed decisions and drive results. You will primarily focus on the following projects (subject to change):

Financial Planning & Analysis (FP&A):

- Develop travel per sales/corporate employee model to improve accuracy of forecasting.
- Develop detailed Cost Center budget dataset to drive project-based planning.
- Product analytical support for Marketing Department.

Restaurant and Retail (R&R):

- Assist the Restaurant and Retail finance in developing reporting with key metrics.
- Analyze operating expenses of stores and provide insights.
- Perform ad hoc analyses, such as hourly labor forecast modeling.

## **RESEARCH & DEVELOPMENT DEPARTMENT**

**Location:** Work ONSITE at Ghirardelli San Leandro Headquarters/NOT Remote

**Main Project:** Recipe Development for PPD

- Work with PPD team for direction on trendy menu items for 2021-2022. Allowing us to get ahead of the trends and be prepared with ready to go recipes
- SLED Intern to use Datassentials as a tool and pull general data on 5-7 potential concepts that are trendy and tie into the Ghirardelli brand (work with PPD)
- Develop recipes using PPD products that correlate to those 5-7 concepts (1-2 of the recipes should utilize the new Dark Chocolate Chip Frappe Mix)



- Arsema to support development and cuttings
- SLED Intern to hold Internal tastings with R&D for alignment
- Last week of internship- Hold a large presentation/cutting between PPD and R&D to present the data results and to taste all developed recipes that the sales team can use to promote PPD products

**Project 2:** Recipe Development for Bakeable Sauces

- Develop recipes using GCC's new Bakeable Sauces (Caramel, Salted Caramel, Chocolate)
  - Recipes should be formulated to include each sauce in a baked goods application
  - Arsema to support development and cuttings
  - **Target 3 recipes:** 1 per sauce at least, 2 per sauce - if time permitting
- Recipes to be provided to PPD team and be shared to customers and/or used in customer ideation sessions

**R&D/QA Team Rotations:** SLED Intern to rotate around to spend time with each sub-group of R&D/QA

- **Sensory** - Support a sensory test (if available)
- **Tech Services** - Shadow for a day in the plant
- **Confections Technologist** - Shadow a trial or 1st production (if available)
- **Regulatory** - To provide an overview of what they do
- **Packaging** - To provide an overview of what they do
- **A day in the QA Lab** - Andy to give a walk through and provide tasks
- **Consumer Complaints** - Spend a day with David to give an overview of how we handle consumer complaints
- **R&R**- Spend half a day at the Square with Liz/Martin and oversee their operations

*Note:* Will also have scheduled meet & greets with R&D/QA team members

**Weekly Schedule Focus Areas:**

- **Week 1:** Settling in, on-boarding process with HR
- **Week 2:** Familiarizing self with the lab & product overview, meet with PPD team, learn Datassentials, begin research
- **Week 3 -5:** Recipe development on focus project (5-7 concepts)
- **Week 6:** Team rotations- (includes tempering, in-depth plant tour, time at The Square, etc.)
- **Week 7:** Finalize recipes, PPT Slides, and have final cutting with R&D/PPD team
  - Farewell celebration