Who We Are
PepsiCo is a producer of foods and beverages, including recognizable brands such as Frito-Lay, Quaker, Gatorade, SodaStream, Mt. Dew, Tropicana, LifeWTR, Aquafina, KeVita, and Naked Juice. PepsiCo's product portfolio includes a wide range of products, including 23 brands that generate more than $1 billion each in estimated annual retail sales as well as many smaller, emerging brands.

PepsiCo has multiple manufacturing and warehousing locations in the state of Indiana as well as across the country and the globe.

At PepsiCo, we believe that there is an opportunity to change how the world produces, distributes, consumes, and disposes of foods and beverages in order to tackle the shared challenges we face. We aim to use our scale, reach, and expertise to help build a more sustainable food system; one that can meet human needs for nutrition and enjoyment, and continue to drive economic and social development, without exceeding the natural boundaries of the planet.

POSITION SUMMARY

The Indiana Climate Fellow will be placed within PepsiCo’s North American Beverages Environmental Sustainability Team and will support efforts related to the PepsiCo Recycling programs. PepsiCo Recycling aims to help build a robust circular economy for beverage packaging through a wide range of tactics, including NGO partnerships, business-to-business customer partnerships, and consumer-oriented messaging and programs.

The Fellow will be responsible for:
- Conducting market research and/or analytical insights research to identify key opportunities to lift recycling rates or improve viability of recycling markets / systems through one or more of the following means:
  - Brand positioning / messaging
  - Live or digital programs / campaigns / activations
  - Customer partnerships (i.e. partnerships with retailers and foodservice locations)
  - Policy initiatives

Duties will include:
- Develop hypotheses about opportunities to improve recycling on a national level
- Test hypotheses via focus groups, surveys, ethnography, community engagement, social media listening, market analytical tools, and other methods. (oversight of creation of prototypes or digital renderings to support the research may also be a duty if applicable).
Provide a final report detailing the conclusions from the research and explaining rationale for each major conclusion. Include a business case / financial justification for recommended investments.

Voice opinions and suggestions fearlessly and provide ongoing feedback to the PepsiCo Recycling team on weekly Zoom calls and routine email collaborations.

Attend the Boot camp May 17 – 21, 2021

**Qualifications**

- Skilled at conducting thorough research and communicating results succinctly
- Able to generate big, original ideas, collaborate with others to refine them and then translate them into specific actions and workplans
- Self-motivated
- Strong written communication skills (visual storytelling skills are a plus)
- Natural curiosity / inquisitive mind
- Interest in corporate social responsibility
- Basic knowledge of recycling processes is a plus (but can be taught)

**Compensation**

Compensation will be in the form of a scholarship through the Indiana Sustainability Development Program. The Fellow will work full time for 10 weeks, beginning June 7 and ending August 20.

**Feedback and evaluation**

The Fellow will be given regular feedback from staff on progress and performance. Success in the fellowship will be determined by the completion of specified projects in a professional and timely manner. The Fellow should learn how a city identifies its sustainability priorities, effective principles of communication, and how to develop and maintain professional relationships.

**Application instructions**

To apply for this position, complete an application on the Sustain IU website. If you have questions about the program or any of the positions available, email Danni Schaut, ISDP Program Manager, at danmcph@iu.edu. Applications will be accepted on a rolling basis (first come, first serve) until Friday, Feb. 19, 2021.