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Date: 1 March 2018

<b>Company</b>	: Baby Greens / Production, marketing and distribution of Microgreens
<b>Project</b>	: Brand Marketing Internship
<b>Location</b>	: Rotterdam
<b>Start project</b>	: March 2018 (as soon as possible)
<b>Duration project</b>	: 2 – 4 months (approximately and depending on time devoted to this internship)
<b>Number of days a week</b>	: 3 - 4 days per week / depending on hours per day (flexible)
<b>Remuneration</b>	: Internship Fee provided (EUR 200 per month on a 4 days basis per week)

## Description

### The Baby Greens Project

Baby Greens is a pioneering urban farm that intends to reduce the traditional distance between farm and consumers by producing and bringing to people's tables some of the most amazing greens (Microgreens / Kiemgroenten) with the minimum environmental impact and maximum social content. The project aims at answering the question of *"How can we produce high quality produce as close as possible from those who consume it in the most responsible way?"* We believe that the only way to make this happen is by bringing the farm to the proximity of those citizens who believe that by empowering local entrepreneurs it is possible to create circular economies that ultimately bring delicious, healthy and fresh products to their plates.

We also believe to have a story to tell, a dream to share and a concept to reveal and that's where your contributions would add tremendous value to this project. Despite its humble beginning and the harsh competition of few but highly industrialized large-scale players, Baby Greens has the potential to make history by its own as a disruptive player that brings back the concept of producing food where it is consumed. Moreover, the fact that this is the only project that uses exclusively natural light, while avoiding the consumption of fertilizers, herbicides, pesticides and any other damaging elements, plus the use of organic, compostable and biodegradable material -including seeds and packing material- and the use of artisanal techniques, already add up great value to our story. Furthermore, the project intends to create working opportunities to underprivileged people that might not have the chance to get employed otherwise. Call us idealists, but we feel compelled to be inclusive with less privileged citizens.

Ultimately, we aspire to creating small ecosystems where people can produce their own greens right where they live, work or enjoy their daily life which represents Baby Greens' most fundamental ambition. In order to realize this vision, we look for a like-minded person who champions our aspirations with a fresh, pragmatic and comprehensive view of the challenges and solutions that could be implemented by Baby Greens to develop its Branding and visibility in the relevant target market(s).

The project offers an exciting opportunity for a young professional with deep interest in subjects ranging from communication, to branding and marketing and naturally to planning and strategy. The fact that Baby Greens is a newly established project, will furnish you with the opportunity to experiment and try strategies, techniques, ideas and actions aimed at building the project's branding and visibility from scratch. It is our intention to have a concept, not a product and that's where your knowledge and ability to brand our project will be crucial.

You will be the backbone of this endeavour; however, you will work closely with the project's founder and other parties who may participate in the discussion, analysis and decision-making process. Your

role will entail the outlining of the main strategies, tactics and also the execution of day to day actions required to make sure Baby Greens become a successful brand, therefore increasing the frequency of referred clients, level of self-initiated contacts from potential clients, closing percentage, premium prices, among others.

#### General Objectives

- **To have a clearly defined and well-understood target market** (to have a meaningful, a brand must be “for someone.” No brand can try to be everything for everyone and hope to be successful.)
- **Execute actions to build up the project’s reputation** (But to be a really successful brand, the reputation must not be simply good, it must be great. Everyone must view the firm in a favorable light.)
- **Ensure relevance in the target market** (once the target market is well defined, it will crucial to ensure that it solves a “problem” experienced by the relevant audience.)
- **Secure high-visibility** (Are we widely known to our target audience? Are they also aware of our reputation?)
- **Achieve a Premium position** (Baby Greens’ products are not commodities but high quality products consumed for its meaning and impact.)
- **Define Baby Greens’ Brand Building Strategy** (draft a document in which the Branding strategies are established in a comprehensive way.)

#### Specific Strategies to be achieved

- **Content marketing** (Provide a steady stream of useful information to potential clients or influencers. Think educational rather than promotional. It addresses relevance, reputation and visibility.)
- **Develop Visible Experts & Clients** (Many firms have experts & clients, but few of them go on to become well known and influential among their target client group. We call these fortunate few Visible Experts & clients. By deliberately developing one or more of these high-profile experts & clients, we can dramatically increase the power of our brand.)
- **Cultivate prestigious partners** (Partnering with prominent organizations to take on important projects is another proven strategy for building our professional brand. Large, well-known businesses, trade associations or universities are all good partnering candidates.)
- **Seek high profile clients and case stories** (There are many successful professional services firms that have built their reputations on a single name-brand client or a well-known case study. But if we systematically seek out high-profile clients and invest in producing dramatic results that can be widely shared, that’s a great brand building strategy.)
- **Dominate the social media space** (One of the most highly leveraged brand building strategies available is based on the growth of social media. Businesses of all types are becoming regular users of social tools such as LinkedIn, Twitter and YouTube.)

#### Some potential activities

- Responsibilities as of Day 1 – you will feel the ownership of your project from the beginning, and you will be given specific projects and responsibilities,
- Leading the effort to determine and evaluate the branding strategies.
- Leading regular market & brand analysis to recommend actions for a specific category/initiative to fuel the business.
- Working on the design & execution of brand campaigns (media, digital, PR).
- Lead campaign briefs (regional campaign localization or local campaign build up) & follow up on execution.
- Lead the digital marketing plan on our brand (visibility, content, local partnerships, eCommerce etc.)

If you are interested in getting involved in this exciting project, you are able to coordinate activities with a relatively limited supervision and you can work independently, then this project should be of your interest. We look for team player, accurate, pro-active and open for constructive feedback.

In this internship, Dutch is required and it is expected of you to be trustworthy, service oriented, flexible, and enthusiastic and to show a high level of integrity and accountability. You are eager to get to know all aspects of the project and future plans.

The main purpose of the internship is to create a story that we can share to the world in the form of a brand and visibility; however, your work will become the basis for the implementation of a crowdfunding campaign that will aim at collecting funds for specific projects (e.g. a programme to employ under-privileged people or a project to develop the “Box concept”, etc.)

It is expected that during this assignment the intern is capable of exploiting cross-functional expertise such as: persona development, conversion design, search engine optimization, social media marketing, paid search, email marketing, analytics, and website development.

This internship requires that the candidate produces a comprehensive and realistic work plan -in collaboration with the project's founder- in order to identify the needs, challenges, opportunities faced to develop the project's branding and the prospective strategies and courses of actions.

Finally, the intern may help in the build up towards new projects and their roll-outs.

#### Student profile

- Suitable for a **non-Dutch** speaking student: NO
- Suitable for a 3rd year Bachelor student: YES
- Study Programme and/or fields of interest: Have a strong Brand Management interest / passion.)
- Suitable for a Master student: YES
- Excellent proficiency in MS Suite and the use of Social Media (Facebook, Twitter, LinkedIn)
- Language: Fluent Dutch and English
- Experience: Desirable but not mandatory.
- Interest: Sustainability / Positive footprint / Agriculture / Green lifestyle / Entrepreneurship
- You'll need to be a good self-starter and have energy and enthusiasm.
- Can show evidence of passion and achievements in academic and/or non-academic activities

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