

# MARKETING INTERNSHIP



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27 August 2018

<b>Company</b>	: Baby Greens / Production, Marketing and Distribution of Microgreens
<b>Project</b>	: Marketing Internship
<b>Location</b>	: Rotterdam
<b>Start project</b>	: September 2018 (as soon as possible)
<b>Duration project</b>	: 4 months
<b>Number of days a week</b>	: 40 hours over 5 days per week or 24 hours over 3 days per week
<b>Remuneration</b>	: Internship stipend €400 (40 hours / week); €240 (24 hours / week)

## Description

### The Baby Greens Project

Baby Greens is a pioneering urban farm that intends to reduce 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 products in the most responsible way?*" We believe that the only way to make this happen is by bringing the farm to the proximity of citizens who believe in local entrepreneurship and circular economy.

We do not use 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. Ultimately, we aspire to create small ecosystems where people can produce their own greens right where they live, work and enjoy their daily life.

### General Objectives

- **To provide strategic and tactical information of the target market and the prospects to engage them** (Business to Business / B2B segment, namely the HORECA sector in Rotterdam for which microgreens could be relevant as ingredients).
- **Engage decisions makers in the HORECA sector.** The aim is to get a better understanding of trends, preferences and willingness to step into a commercial relationship with the Baby Greens project.
- **Conduct field and online research.** Data collected will be used to improve the product portfolio as well as the commercial strategy to market Baby Greens' product in the short and mid-term.
- **Secure high-visibility.** Execute various activities to ensure Baby Greens' visibility in various platforms and channels. These actions will include the identification of market influencers and media, platforms and channels that could be leverage to improve visibility.
- **Achieve a Premium position.** Create engaging stories to build up exciting stories about the day to day work, achievements, developments and overall, the dreams and vision!

## Specific Strategies to be achieved

- **Conduct desk and field research activities.** The internship will include the study and mapping of key parties in the HORECA sector with whom Baby Greens can do business. These players will also include restaurant Chefs and/or owners, procurement and operations managers, etc. Furthermore, it will be expected the production of market insights based on published information from various sources.
- **Survey decision makers.** This vacancy entails survey designing and one-to-one discussions with prospective business partners to understanding their market and product need and possible interest in sourcing products from Baby Greens.
- **Help develop a comprehensive plan to create and release information to various audiences.** In consideration to existing future data and information, our fellow intern will assist us creating a meaningful and logical path to reveal and publish information (e.g. achievements, donor activity, product releases, events, trends, events, etc.)
- **Dominate the social media space.** Responsible for the daily, weekly and monthly creation of information, data, insights and stories required to increase visibility, brand awareness and impact (Dutch and English).
- **Collaborate in the effort to develop Visible Experts & Clients (Few Visible Experts & clients).** Our team expects that the intern help develop one or more of these high-profile experts & clients with the aim of dramatically increasing the power of our brand.
- **Assist in the effort to cultivating prestigious partners.** With his/her strong social and communication skills, our intern will help us engage medium and large-size, well-known businesses, trade associations or knowledge institutions to create a stronger network of allies and friends that advocate our project, share the company's story and act as ambassadors of Baby Greens.

The project offers an exciting opportunity for a young professional with deep interest in subjects ranging from marketing, branding to communication 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 marketing/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 market our project will be crucial.

You will be the backbone of this endeavor; however, you will work closely with the project's founder and co-founder 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.

We look for team player, accurate, pro-active and open for constructive feedback. You need to be able to coordinate activities with a relatively limited supervision and work independently. We expect 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: personal development, conversion design, search engine optimization, paid search, analytics, and website development.

This internship requires that the candidate produces a comprehensive and realistic work plan in collaboration with the project's co-founders in order to identify the needs, challenges, opportunities faced to develop the project's marketing/branding and the prospective strategies and courses of actions. Please send your CV and motivation letter to [info@babygreens.nl](mailto:info@babygreens.nl)

#### Student profile

- The intern must live in Rotterdam.
- Must speak **fluent Dutch** and **English**
- Suitable for a Bachelor graduate
- Suitable for a Master student and graduate
- Study programme and/or fields of interest: strong Marketing and Brand Management interest and passion.
- Excellent proficiency in MS Suite and the use of Social Media (Facebook, Twitter, LinkedIn)
- 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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#### Contact details:

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