

# MARKETING INTERNSHIP



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28 September 2018

<b>Company</b>	: Baby Greens / Production, Marketing and Distribution of Microgreens
<b>Project</b>	: Social Media Internship
<b>Location</b>	: Rotterdam
<b>Start project</b>	: October 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)

**Would you like to show our (future) clients and community what a unique urban farm could do for them to improve their lifestyle? Are you passionate about bringing highly nutritious, tasty and one-of-a-kind greens to the citizens of Rotterdam? Do you have creativity, instinct and vision to create and share remarkable stories, (short) videos, website articles, Facebook publications and Instagram stories? Then this vacancy might be for you! :)**

## **Who are we looking for?**

Social media has no secrets for you. You understand why a certain event would be perfect for an Instagram story, while another occasion is more suitable for a YouTube clip or a Facebook post. You are adventurous and want to show your fellow citizens what is going on in and around the Baby Greens project, including the small and big moments that take place in our urban farm, the impact of the project in the community, people and environment; the daily achievements of our team, and of course, the creation of the little greens we want to bring to the world: Microgreens (Kiemgroenten).

You are a person capable of creating stories, ideas, storylines and messages that inspire other pursue a better lifestyle and most of all, to explore new ways to use and consume our little friends! With your fresh approach we aim at developing a strong community of followers who do not just believe in the value of our project, but also actively purchase our greens for their daily consumption. Your approach should be able to create intimate links to our main target market; for this reason, you should be able to get into our world and our audience's mindset.

For us, it is important that you take the initiative to propose feasible ideas and actions that help us achieve our goals to position our greens in the local market, create a brand around our concept and a good reputation. Your contributions will be extremely important to pave the path into a forthcoming Crowdfunding Campaign.

Your goal is to provide our online followers with a creative and spontaneous presentation of what is happening within the Baby Greens universe. Obviously, you won't do all of this alone. We will help you as well, by outlining the main lines of actions, feeding you with insights and contributing to creating content. But we still want to emphasise: a proactive attitude is a must! Of course, as a start-up project, we will ask you to help us find and develop formal / informal communication channels that enable us to engage the prospective buyers of our little greens and future products!

## **Besides this:**

- You know what is going in our sector, market and community.
- You know what appeals to a health-oriented target group online.
- You dare to take initiative & you are not afraid to speak up.

- You know how to edit videos & you are familiar with video editing software.
- You are fluent in English with an eye for detail!
- You speak fluent Dutch.

We promise you:

- A fun & friendly work environment!
- A lot of freedom for your creative ideas.
- Opportunities to create cool content.
- An asset to your resume.
- Be part of a unique project in the city of Rotterdam.
- The chance to develop other skills, abilities and talents.

### How do you apply?

Feel like this is a challenge for you? Let us know by sending us (Viktoriya & Nico) a mail to [info@babygreens.nl](mailto:info@babygreens.nl). Please send us the following:

- Motivation Letter
- Your CV
- A link to your some of your own content (a video, blog, clip, etc.), which shows why you would be a perfect candidate.

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#### Contact details:

Contact person	: Viktoriya Shirochenkova, Co-Founder
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