



## Digital Marketing Internship Spring/Summer 2023

### Why we exist:

It is clear that certain changes need to take place in what we eat. Climate change, water scarcity, biodiversity loss, deforestation, but also chronic disease and obesity are all connected to our food system. Interventions and innovations in different stages of the food chain have the potential to make a difference, but only if they actually reach the consumer.

It is our mission to help sustainable food companies to innovate faster and to communicate with more impact. In collaboration with other impact-driven food-chain organisations we empower and seduce consumers to make more sustainable food choices.

### Who we are:

Future of Food Institute is an ambitious market research and insights agency, founded in 2018. We specialise in consumer behaviour in the area of sustainable food. We help impact driven organisations by offering accessible and crystal clear consumer insights from qualitative and quantitative consumer research. Our research is not only commercial, but also advises not-for-profit and governmental organizations.

### Your role:

We are looking to expand our team with a Digital Marketing Intern who can help us turn our website visitors into qualified leads. Our website, newsletter and social media are a source of inspiration and knowledge for anyone working in sustainable food. We are looking for someone who can help us structure and develop our online communication so that as many sustainable food professionals as possible can benefit from the knowledge we have to offer. Importantly, you will help us find a way to leverage the interest in our company to get us a seat at the table with our future clients.

We are looking for a creative and tech-savvy student who can help us:

- 1) Develop an online marketing and data-driven lead generation strategy
- 2) Develop a system that will allow us to effectively and efficiently share our content and transform visitors into qualified leads.
- 3) Create online and social media content

Some of the areas you will be working on:

- Our LinkedIn followers
- Lead management
- Email communication
- Media partnerships

- Ad campaigns
- Blogs
- Website analytics
- Our newsletter
- Our website

#### What you know and what you do:

- You are currently enrolled in a HBO program in Digital Marketing, Communications, or similar.
- You have an affinity for sustainable, innovative and/or healthy food, support our mission and want to contribute to it;
- You have knowledge of A/B testing, conversion management, sales journey optimisation, traffic analysis and reporting tools
- You have a grasp of social media and website metrics and best practices
- You have an affinity for sustainable, innovative and/or healthy food
- You are fluent in Dutch, spoken and written,
- You have a good command of the English language, spoken and written.

#### Who you are:

- You want to contribute to our mission to empower consumers to make food choices that are good for them as well as the planet;
- You take initiative and feel the urge to get involved;
- You are organized and have attention to detail;
- You like thinking outside the box and coming up with creative solutions;
- You are an open, enthusiastic person.

#### What we have to offer:

- An ambitious, mission-driven company
- Creative freedom to test out and experiment with your great ideas
- Experience in a fast-paced start-up environment - you'll be exposed to every aspect of the business
- A wide range of activities and responsibilities
- You will work from our office in The Hague, in the vibrant co-working space The Hague Tech (next to train station Laan Van NOI), remotely, or a hybrid of the two.
- An appropriate internship fee

#### Why we love working here (and you will too):

- We work with game changers: We love to work with organizations that are doing something meaningful for people and the planet.
- Small team: Learn from folks with experience, while reaping all the cultural benefits of a small, growing team.
- Balance of autonomy and mentorship: You will have space to learn by doing. That does not mean you are in this alone, we will support you and guide you in your learning process.

- o Analytical but with a creative flair: We work on our clients' challenges with a blend of analytical precision and creativity.

### Do you see yourself in this role?

We are curious to know why you want to do an internship at Future of Food Institute. Tell us briefly what you can offer us and how you can make a difference. Please send this motivation (Dutch or English) together with your CV to [eva@futureoffood.institute](mailto:eva@futureoffood.institute) with the subject line "Internship Application".

Hopefully we can start working together soon!

