Internship in Marketing for BE-KIND

Location: Munich (Unterhaching)
Start: Autumn 2020 (ideally September)
Duration: 5-6 months

Mars – much more than just a chocolate bar!
Today in the lecture hall and tomorrow part of a team that promotes world-famous brands such as Twix, Mirácoli, Wrigley’s and Whiskas.

Your Mission:
You will be immersed in BE-KIND’s dynamic, fast-paced culture, supporting the Brand Leader for brand marketing and various related activities. Experience brand marketing at a company with a strong social mission and unique brand ethos, where we produce high quality products that are healthy & delicious.

Your Tasks:
- Partner with Brand Leader to develop and drive the growth of the BE-KIND business
- Independent planning and development of promotions, displays, sales material and support for the launch of new products
- Cooperation & development of brand activation (internal and external)
- Coordination of social media planning, strategy and content
- Close cooperation with external agencies and internal departments

Your Profile:
- Advanced course of study in the relevant field
- Ideally previous experience in Marketing, Digital or Sales and in the FMCG industry
- The ambition to take responsibility right from the start
- Driven & passionate with a can-do mindset
- The ability to work independently and in a structured way
- Take initiatives, be flexible and enthusiastic
- Native German speaker and fluent English written and spoken

Our Offer:
- Responsibility and freedom to drive your own ideas
- An open & international work environment with a start-up mentality within a global family-owned business
- The opportunity to make valuable contacts in one of the most successful branded goods companies in the world
- Flexible working hours and the possibility to work from home
- Development talks and entry opportunities

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