

Internship Global Marketing

Join Koppert's Global Marketing Department as a **Global Marketing Intern** and contribute to sustainable agriculture. Develop your marketing skills in a leading global company.

We look for multiple interns a year, and are always open to intern applications.

About Koppert

Koppert is the worldwide market leader in integrated pest and disease management. We produce sustainable cultivation solutions for food crops and ornamental plants. Together with growers and in partnership with nature, we work to make agriculture and horticulture healthier, safer, more productive and resilient. We achieve this by using natural enemies to combat pest infestations, bumblebees for natural pollination. Restoring and protecting vital ecosystems in a natural way is the basis for healthy crops and a balanced environment. Please visit www.koppert.nl for more information.

Global Marketing Department

Koppert's Global Marketing Department works to bring customer voices into the corporate organization and manage the key elements of Koppert's global marketing mix. We do this through specialized teams that work together to deliver on the Department's goals, in partnership with our regional and local teams.

Currently, teams looking for interns are:

- **Global Marketing Communications** – Creating unique propositions for our sustainable solutions: brand management, corporate communication, product- and digital marketing
- **Category & Product Management** – Steering the development, market launch and continuous improvement of Koppert Products
- **Market and Customer Intelligence** – Designing and executing research projects for Koppert stakeholders to guide strategic decision making
- **Third Party Products** – Scouting and identifications of companies and products for potential partnerships, and negotiation process
- **Crop Leadership** – Scoping the market and translating its needs into solutions that can be positioned in the market
- **Pipeline and Life Cycle Management** – Provide direction to the innovation of Koppert products through a regulated pipeline process and strategic advice based on LCM
- **Regulatory Affairs** – Assuring legal market access of Koppert products, by providing data and writing dossiers on safety and use

Koppert Marketing Interns can apply for a specific team or apply without mentioning a specific team. If you apply without indicating a preference for a team, you may be selected by any of the teams.

Responsibilities Global Marketing Intern - What are you going to do?

Marketing interns work on specific assignments designed to help introduce them to the working world, and further Koppert's mission to partner with nature to make food healthier, safer and more resilient.

Example Global Marketing Intern Assignments:

- Conducting an evaluation of new markets or crops for the category and crop management teams and making recommendations to leadership
- Develop a dashboard to monitor and analyze product life cycles
- Participate in the implementation of a business case management system
- Perform analysis on competitor's portfolio and key product features
- Evaluate potential companies for licensing deals and brief the Third-Party Management team
- Work with Digital Marketing on content, SEO and other online marketing campaigns
- Participate in content creation campaigns to improve our communication to growers
- Contribute to the process of dossier preparation and organization for Koppert products
- Analyze customer data to segment audiences and clients and create marketing strategies for each segment

Requirements for Marketing Internship

- **Location:** Berkel en Rodenrijs (near Rotterdam), The Netherlands
- **Hours:** 20-40 hours a week

Nummer:
665

Titel:
Internship Global Marketing

Functiecategorie:
Communicatie, Marketing

Afdeling:
Marketing & Communicatie

Locatie:
Veilingweg 14, 2651 BE, Berkel en Rodenrijs

Uren per week:
32-40, 20-30

Salarisschaal:
Meewerkstage: € 400,- per maand,
Afstudeerstage: € 500,- per maand

Opleidingsniveau:
HBO, WO, PhD

Vereiste talenkennis:
Alleen Engels

Tijdelijke functie/opdracht:
Ja

Deadline:
31-12-2024

Contactpersoon:
Recruitment Koppert

- **Qualifications:** we are looking for an HBO or MSc student with relevant background or course work for example biology, agronomy or business courses.

On top of their course work, we look for interns with a positive attitude, curiosity, strong written and spoken business English skills, and a desire to learn.

What can you expect from us?

You will learn to work at a global marketing department dedicated to steer the marketing decisions that affect our product portfolio and markets. This means guided on-the-job learning for practical things (like how to run a meeting or make effective presentations) and best practices in your chosen field of study.

Each day you will be supported by Koppert's experienced management and staff who will give you feedback and guidance on how to improve and grow into a professional. You will also have a specific mentor (who is not your manager) to provide guidance and answer questions.

Are you interested in this internship?

We are always open to interns, and will be recruiting interns throughout the year.

Apply via the "Apply" button and leave your CV and motivation with us! Please provide a motivation letter and mention the length of the internship and the preferred starting date.

If you are looking for a job, please do not apply to this vacancy.