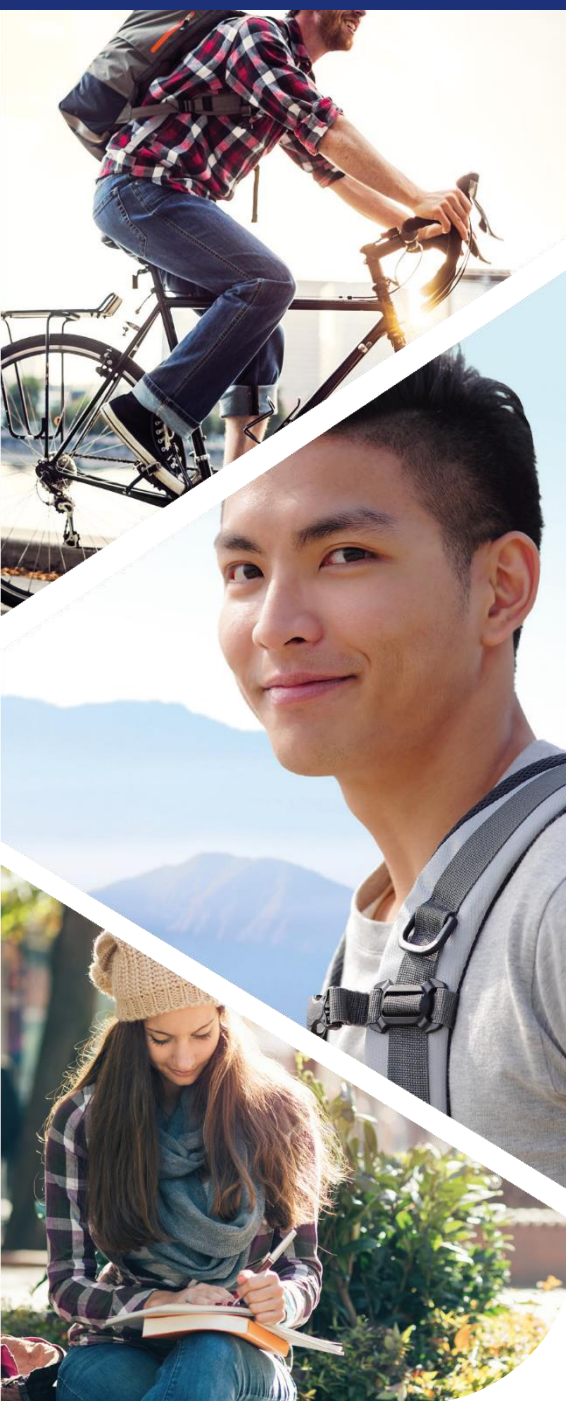


Your drive for a meaningful job
is our secret ingredient



The Italian Food Company. Since 1877.

Barilla



Barilla worldwide:

Founded in Parma in 1877 out of a small bread and pasta shop, Barilla is today a world leader in the markets of pasta and crispbread and pasta sauces in continental Europe and bakery products in Italy. In Central Europe Barilla is a growth driver and anchor in its categories and a top-of-mind brand. Barilla is recognized worldwide as a symbol of Italian know-how and has one way of doing business: "Good for You, Good for the Planet". This means caring for the wellbeing of people and the planet in everything Barilla does. Our corporate headquarters are in Parma, Italy and the Central European Office is in Cologne, Germany.

Do you have a passion for pasta and crispbread, want to bring in new ideas, develop concepts and gain in-depth knowledge in Marketing? Then apply for our

Internship in Digital Marketing & Employer Branding in Cologne (ca. 6 months) Start: asap or Feb/March 2023

In this role, you will support our managers in planning, implementing, and executing all online marketing activities for the Barilla and Wasa brands and work independently on market and competitive analyses.

Key Accountabilities:

- You will support the digital marketing manager in day-to-day operations. In collaboration with our consumer marketing teams, you will coordinate social media and digital website activities for the Barilla and Wasa brand
- You create reports and presentations of campaign results
- Whether internal partners or agencies - you are in daily external contact with our most important contact persons and represent the brand
- You support the HR Business Partner with digital employer branding measures
- You maintain the company profiles on Xing, Kununu and Jobteaser
- You are responsible for maintaining the e-commerce content at Amazon
- You are a support for the respective teams when carrying out e-sampling, online video, and display, paid social and influencer campaigns

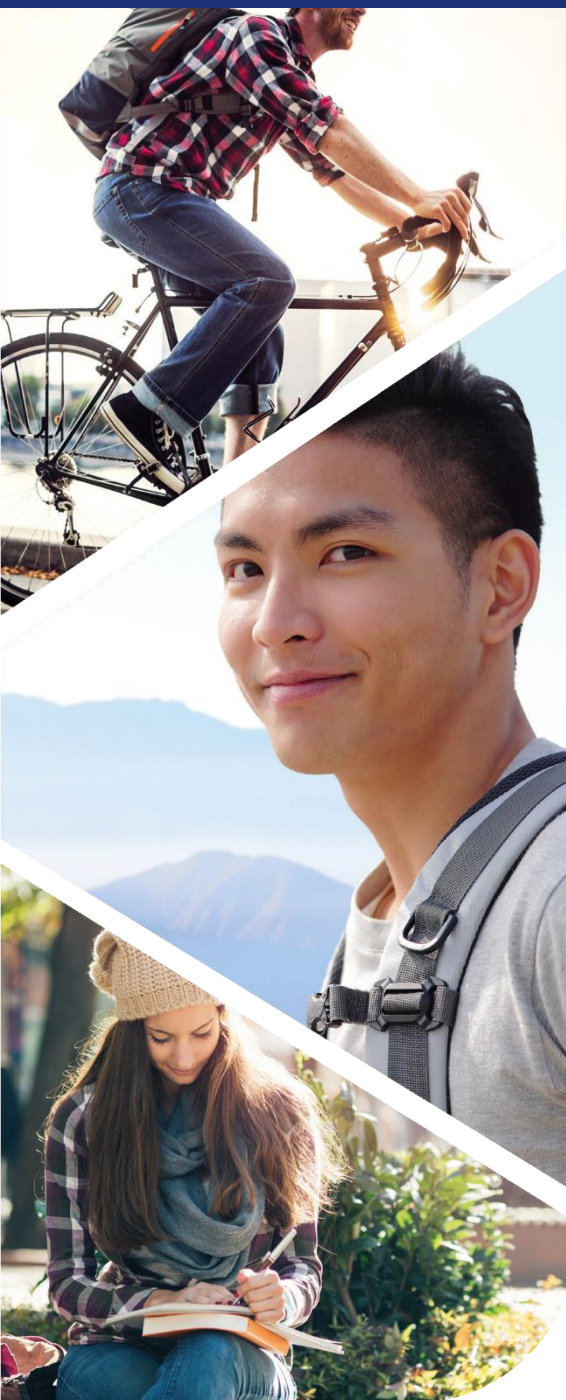
Your Profile:

- You have already completed a bachelor's degree in media, communications, or economics - ideally with a marketing focus, are looking for an internship for your gap year or are currently in your master's studies
- Google, Facebook, Instagram, or YouTube not only inspire you as a user, but you are also interested in advertising possibilities these platforms offer
- Through internships or similar, you have already gained initial experience in the areas of digital marketing or social media and now want to demonstrate your own initiative and analytical skills
- You "live" on the internet and you know what's hot and you follow the most important influencers on Facebook, YouTube, and Instagram Communication
- Organizational skills are part of your strengths, and it makes it easier for you to control projects and to contact internal and external partners
- You love to communicate verbally and in writing in German and English
- You are at home in PowerPoint

Our Offer:

- Same work, same salary - You will receive a salary of €2.080 per month
- You can expect freshly cooked pasta, crispbread, fruit, and drinks almost every day - of course, you will also receive discounts on our product portfolio
- Would you like a diverse sports program? We offer you excellent rates at the UrbanSportsClub and even cover part of the costs
- A great, open-minded team and an active intern community await you
- You'll grow with our learning and development programs, which have been awarded Gold Excellence by the Brandon Hall Group
- You have the opportunity to get involved in regional diversity and inclusion projects
- We convince you and you convince us - after your internship you can be included in our talent program "Keep in touch".

*Your drive for a meaningful job
is our secret ingredient*



The start date does not fit? Apply anyway! We continuously have exciting internships available in our office in Cologne.

Do you have questions about the application process? You can reach us at Mein.Praktikum@barilla.com. Please note: We cannot accept applications sent by e-mail and they will be deleted automatically. Therefore, please apply through our [career page](#).

Barilla is an equal opportunity employer. It is the policy of Barilla to prohibit discrimination and harassment of any type and to afford equal employment opportunities to employees and applicants without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, or any other classification.

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