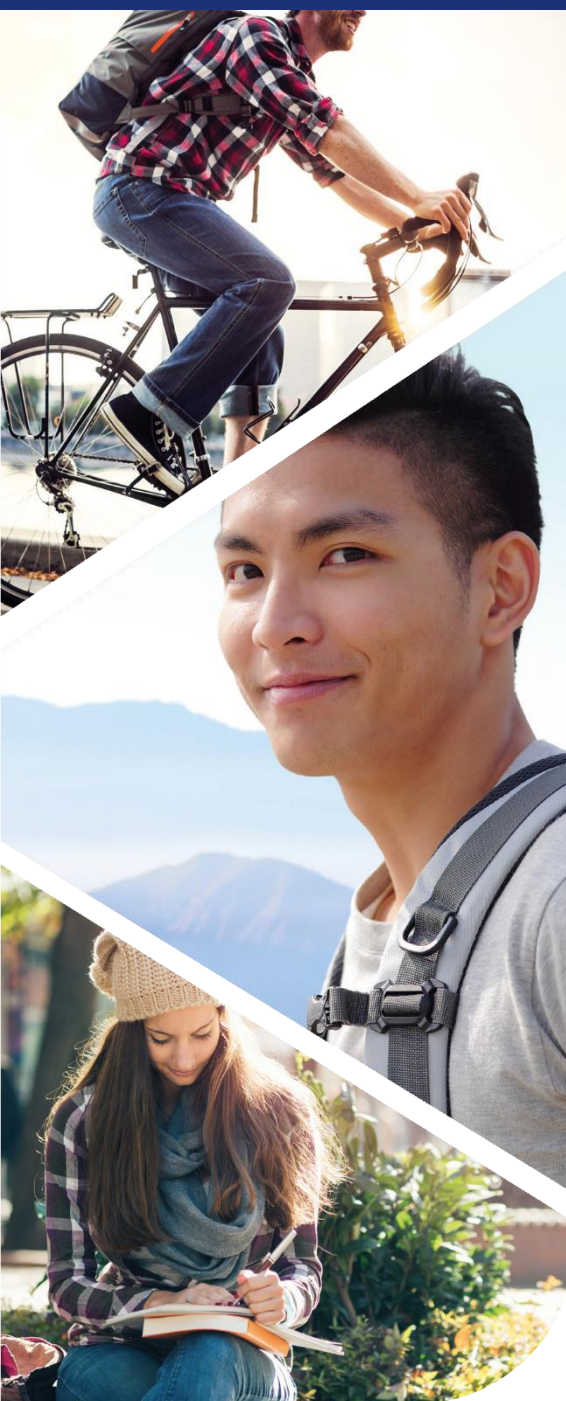


Your drive for a meaningful job
is our secret ingredient



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 located 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 Trade Marketing – Food Services

in Cologne (ca. 6 months) Start: March 2023

In this role, you will be responsible for targeting our "Barilla for Professionals" foodservice customers. You will support the team in developing professional and customized solutions for different types of gastronomy. In particular, you will represent our Barilla and Wasa brands.

Key Accountabilities:

- You will be fully involved in the day-to-day operations of the trade marketing team
- In addition, you will take on your own projects - for example, you will play a key role in our online presence by creating website and social media content and creating promotional materials such as POS/POC documents, displays, flyers, newsletters, etc.
- You will also play a key role in trade show planning and customer events
- You act as an interface between internal departments such as Key Account Management and Consumer Marketing while independently managing agencies
- You regularly analyze market, competition and product data with household and retail panels and prepare them independently

Your Profile:

- You have already completed a bachelor's degree in economics or a comparable field of study, ideally with a focus on marketing, and you are currently in your master's studies or looking for an internship for your gap year
- Initial practical experience through internships or working student activities
- A passion for FMCG - initial experience in this environment is an advantage
- You are characterized by your analytical and organizational skills as well as your enthusiasm and ability to work in a team
- You are quick on the uptake and like to take on responsibility, so you approach your tasks proactively and independently
- Confident handling of MS Office (Excel, PowerPoint) is a matter of course for you
- Very good communication skills in German and English

Our Offer:

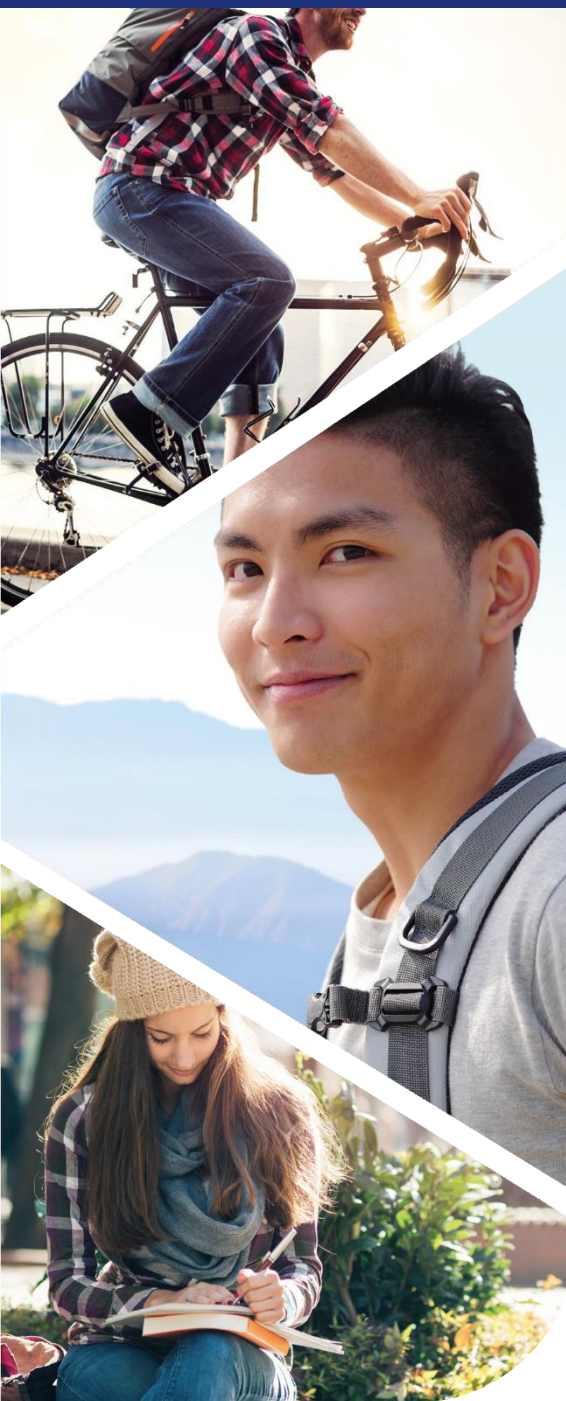
- Same work, same salary - You will receive a salary of €2.080 per month, even if it is a mandatory internship
- You can expect freshly cooked pasta, crispbread, fruit, and drinks almost every day - of course, you will also receive discounts on our product portfolio
- Would you like a diverse sports program? We offer you excellent rates in 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 have the opportunity to be included in our talent program "Keep in touch".

Barilla

The Italian Food Company. Since 1877.



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The start date does not fit? Apply anyway! We continuously have exciting internships available in our office in Cologne. If you would like to take on the challenges we offer, we will consider your application when you apply through our [career page](#).

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.

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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