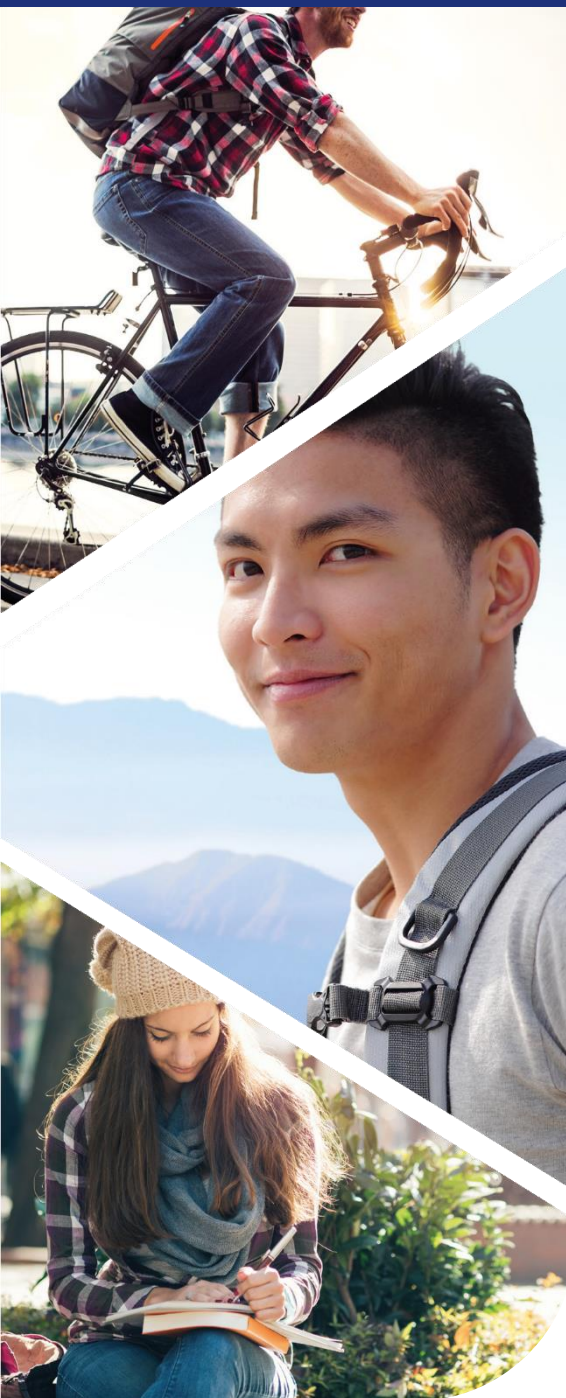


Your drive for a meaningful job
is our secret ingredient



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 Consumer Marketing for the brand Barilla in Cologne (ca. 6 months) Start: June 2023

In this role, you will be supporting the execution of brand marketing plans/programs and product launches in Germany. In addition, you will assist in analyzing the performance of managed categories and monitoring the budget.

Key Accountabilities:

- Supporting the marketing team in ongoing marketing projects and in day-to-day operations to bring the Barilla brand forward
- Within the various projects, you take on your own responsibility, such as Internet design, social media (Facebook, Instagram), and challenges/competitions.
- Coordination with the marketing teams in our region
- Monitoring of consumer trends to identify concepts for product development
- You are actively involved in the introduction of new products and promotions
- Analysis and interpretation of the market data including their evaluation
- Your creativity and analytical skills will help you when creating presentations

Your Profile:

- You have already completed a bachelor's degree in economics or communication sciences or a comparable field of study, ideally with a focus on marketing, are looking for an internship for your gap year, or are currently in your master's studies
- In addition, you have already gained some practical experience, ideally in the FMCG area
- You would like to develop your analytical skills and enjoy conceptual work in an international environment.
- Strategic and innovative thinking is easy for you, and you can work goal-oriented
- Good command of MS Office (Excel, PowerPoint)
- Great 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".

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.

Barilla

The Italian Food Company. Since 1877.

