

Marketing Intern Chocolate Decorations and Inclusions

6-month internship

Want to build a stronger, more sustainable future and cultivate your career?

Join Cargill's global team of 160,000 employees who are committed to safe, responsible, and sustainable ways to nourish the world. This position is in Cargill's Gourmet business, where we bring the highest quality ingredients and expertise together to help unleash our customer's creativity and set them up to success.

About Cargill Cocoa & Chocolate, Gourmet department

With over 150 years of experience, we offer the food industry a wide range of both standard and customized cocoa and chocolate ingredients to be used globally in food manufacturing, bakery, confectionery, beverage, and dairy applications.

In Gourmet, our product range includes high quality chocolate couvertures with our premium Veliche® brand and chocolate, sugar and wafer decorations/inclusions with the Lemman Decorations® and Smet® brands.

Location

The Marketing Intern Chocolate Decorations and Inclusions will work from Mouscron, in Cargill's House of Chocolate.

Job Purpose

Pastry chefs, chocolatiers and many more artisans use decorations and inclusions to make their cakes, pralines and other creations look beautiful and taste delicious.

The Marketing Intern Chocolate Decorations and Inclusions will support the activation of our decorations and inclusions brands (Lemman Decorations & Smet) by implementing specific marketing strategies and media (e.g., print, digital).

You will have the chance to be responsible for the execution of activation plans through various communication channels, with a primary focus on B2B communication.

Missions

Brand Management:

- Lead the development of marketing tools for specific segment and/or product range.
- Support in the execution of the marketing plan: digital & offline activities, collaboration with internal and external stakeholders to implement communication plans
- Actively participate in brainstorming sessions and contribute to the development of innovative campaigns.

Trade Marketing:

- Follow-up of various trade marketing and communication campaigns, both online and offline, in line with the strategies set out by your management
- Accompany our exclusive partners on their digital platforms
- Develop and execute marketing and communication tools to support our Sales department and increase our brands visibility (flyers, leaflets, mailings, POS materials, etc.). For this, you are in direct contact with suppliers and agencies.
- You report on campaign performance and operational challenges and suggest improvements for the ongoing and future campaigns

What we value

- You must be enrolled as a Bachelor or Master student from a University, Business School or equivalent
- Fluent in English – proficiency in French and/or Flemish/Dutch are appreciated
- You are a team player with a strong sense of responsibility.
- Experience and/or education in trade or on-site marketing is/are a strong plus
- Organization and time management, sense of autonomy and ability to drive own work
- Curious and passionate about Gourmet.

What's in it for you?

- Exposure to very diverse work and to various levels of stakeholders, “no routine” type of assignment
- Opportunity to navigate an organization transversally to get full visibility on how marketing works at all levels (Strategy, operational, support functions)
- Development of greater knowledge of the Gourmet world
- An opportunity to take a look behind the scenes at one of the biggest FMCG-corporations in the world.
- Good guidance during your internship.

EXCITED ABOUT THE ROLE?

To apply, please send your CV and a motivation letter where your preferred internship topics, internship duration and ideal start date are highlighted to **Claudia d'Ambelle:**
claudia_dambelledepeindray@cargill.com

We look forward to meeting you!