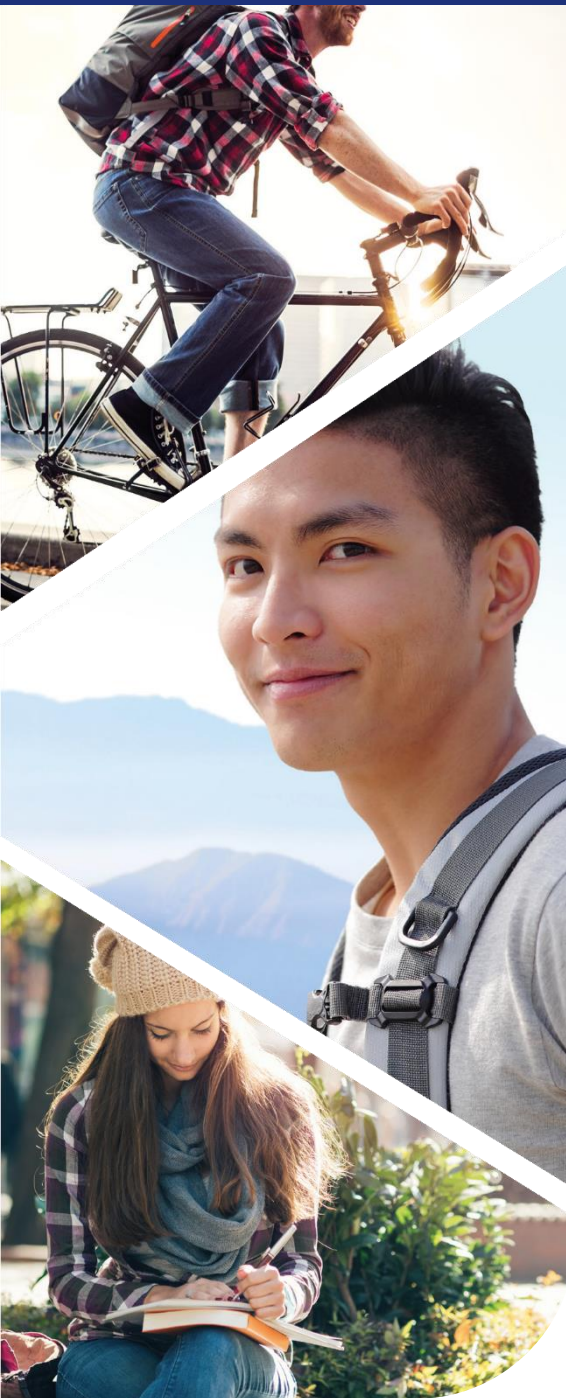


Your drive for a meaningful job
is our secret ingredient



Barilla worldwide:

Our journey starts in Parma in 1877, as a small bread and pasta shop. Today, more than 140 years later, our products can be found in more than 100 countries and have become icons in the food industry and a symbol of Italian know-how. As a family-owned company, we have only one way of doing business: caring for people and the planet. In Central Europe, Barilla is a growth driver and anchor in its categories and a top-of-mind brand. Our corporate headquarters are located in Parma, Italy, the Central European HQ is situated in Cologne, Germany.

“The Joy of Food for a Better Life” is Barilla’s purpose to bring people closer to the joy of good food and making quality the choice for a better life. It’s a commitment from field to fork, to bring to the world tasty, joyful and wholesome products, made with selected raw materials from responsible supply chains. Because what we eat today can change our tomorrow. Because good food is a joy for the present and a choice for a better future.

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 Consumer Marketing for the brand Barilla in Cologne (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

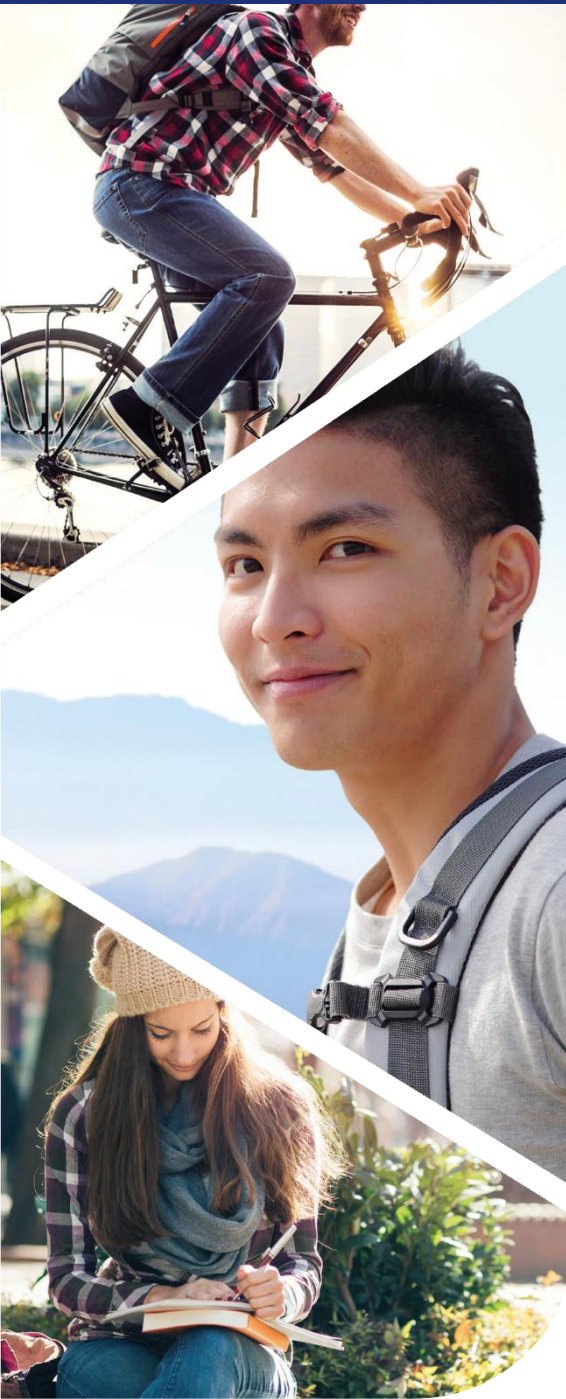
Our Offer:

- 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".

Barilla
The Italian Food Company. Since 1877.



*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 via our system:

https://career2.successfactors.eu/career?career%5fns=job%5flisting&company=barilla&navBarLevel=JOB%5fSEARCH&rcm%5fsite%5flocale=en%5fUS&career_job_req_id=89975&selected_lang=en_US&jobAlertController_jobAlertId=&jobAlertController_jobAlertName=&browserTimeZone=Europe/Berlin&_s.crb=wXEm8f4caSjqqOe3RYGiVTwgu2SOdT03sYhmLW9SP4%3d

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.

If you would like to take on the challenges we offer, we will consider your application when you apply at www.barillagroup.com/join-us.

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