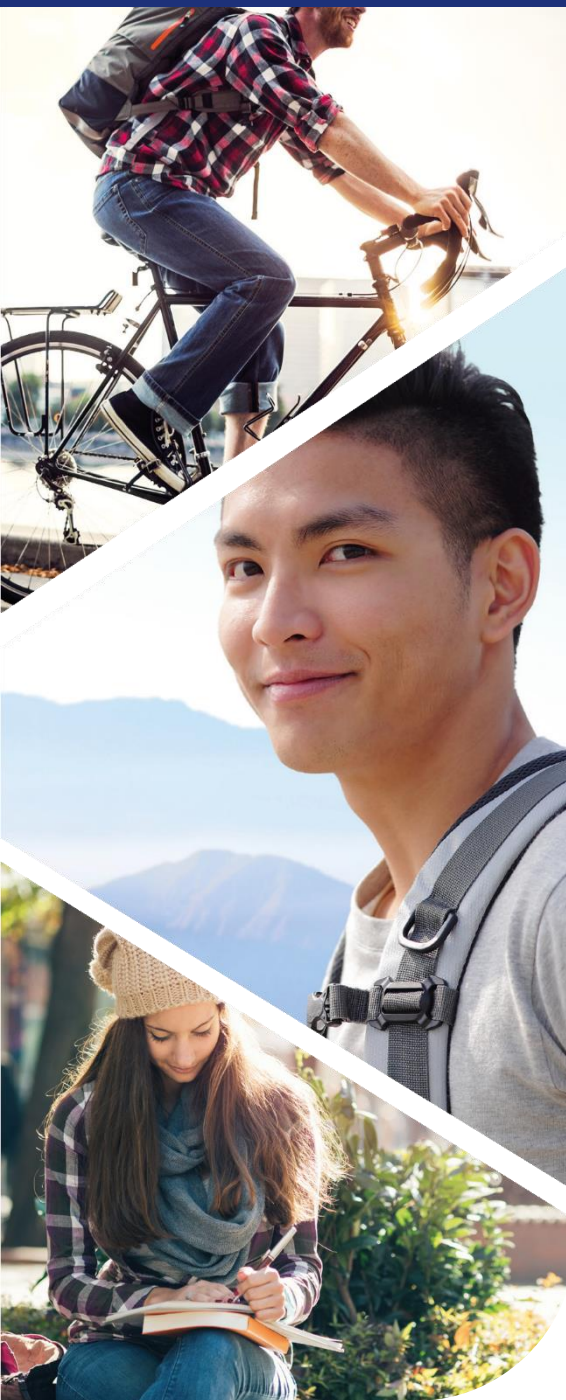


Your drive for a meaningful job  
is our secret ingredient



## 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 Trade Marketing - Meal Solutions Start: March/April 2023 in Cologne

In this role, you will support the Manager in the development and implementation of sales and advertising strategies. You act as an interface between the Sales, Category Developers, and Consumer Marketing departments and provide support in communication, coordination, and ensuring the best possible implementation at the POS. You always keep an eye on the market and analyze market data on categories, brands, and channels to gain relevant insights and sales arguments.

### Key Accountabilities:

- Support to the trade marketing in day-to-day operations
- Active involvement and taking over responsibilities in various projects
- You will work independently together with agencies and external service providers for the creation of advertising materials, POS/POC documents, etc.
- Analysis of the market, the competitors, and the product data with household and retail panels
- Responsibility for the update and preparation of data
- You will be accountable for the monthly reporting for the relevant categories
- Preparation of sales and information materials for the internal and external communication of product news and changes

### Your Profile:

- You have already completed a bachelor's degree in economics 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
- You have already gained some practical experience, ideally in FMCG
- You would like to expand your analytical and organizational skills and have fun implementing tasks in cross-departmental teams
- Characterized by initiative, you like to work in a proactive manner and take over responsibilities
- Good command of MS Office (Excel, PowerPoint) as well as knowledge of German at the native language level and very good knowledge of English round off your profile

### 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.

Do you have questions about the application process? You can reach us at [Mein.Praktikum@barilla.com](mailto: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=85981&selected\\_lang=en\\_US&jobAlertController\\_jobAlertId=&jobAlertController\\_jobAlertName=&browserTimeZone=Europe/Berlin&\\_s.crb=wXEm8f4caSjqqOOe3RYGiVTwgu2SOdT03sYhmLW9SP4%3d](https://career2.successfactors.eu/career?career%5fns=job%5flisting&company=barilla&navBarLevel=JOB%5fSEARCH&rcm%5fsite%5flocale=en%5fUS&career_job_req_id=85981&selected_lang=en_US&jobAlertController_jobAlertId=&jobAlertController_jobAlertName=&browserTimeZone=Europe/Berlin&_s.crb=wXEm8f4caSjqqOOe3RYGiVTwgu2SOdT03sYhmLW9SP4%3d)

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](http://www.barillagroup.com/join-us).

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, genetic information, veteran status or any other classification protected by federal, state and local laws and ordinances, nationally and internationally. Other classifications include, but are not limited to, family status, health status, multicultural differences, political ideas and sexual orientation.

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