



Job Opportunity: Sales & Marketing Project Internship – Build a New Brand for Local Healthy Food

Organization

Innovative local food production startup (located near Naumburg/Saale) focused on sustainable greenhouse-grown vegetables and regional food distribution.

Position

Sales, Marketing & Distribution Project Intern (m/f/d)

Duration: 4–6 months (part-time or full-time)

Start: As soon as possible

Location: Flexible (Naumburg / remote hybrid possible)

About the Project

We are building a new **brand for fresh, healthy, locally produced food** — including premium tomatoes, salads, and natural juices.

The goal: to connect **regional consumers, gastronomy, and retailers** directly with sustainable greenhouse products from Naumburg (Saale).

We're looking for one entrepreneurial student to **lead the go-to-market setup**: from marketing materials and online presence to acquiring the first B2B and B2C clients.

Your Mission

You will be responsible for **developing the entire sales and marketing foundation** of the new brand. This is a **hands-on entrepreneurship project** — ideal for a student who wants to apply business theory in a real-world venture.

Key Responsibilities

- Develop a **marketing strategy and communication plan** for regional and online channels.
- Create **brand materials** (name, logo ideas, product sheets, visuals, social media content).
- Build and manage the **first online presence** (website, Instagram, Google Maps, etc.).
- Identify and contact **potential wholesale customers** (farm shops, restaurants, local retailers).
- Set up a **direct sales concept** (Hofverkauf, vending machines, markets, subscriptions).
- Conduct **competitive analysis** and pricing benchmarks.
- Design a **customer feedback and loyalty system**.
- Prepare a **sales presentation / pitch deck** for future investors and distributors.

Your Profile

- Student in **Business Administration, Marketing, Entrepreneurship, Agribusiness, or related field.**
- Strong interest in **sustainability, regional food, and startups.**
- Confident communication skills (German required; English helpful).
- Independent, creative, and solution-oriented working style.
- Basic design / digital marketing skills (Canva, WordPress, social media tools) are a plus.

What We Offer

- Full ownership of a real business project with visible results.
- Mentorship by the founder and external marketing advisors.
- Flexible working structure (remote + local visits).
- Opportunity to build your **portfolio / bachelor thesis topic** around this project.
- Possible continuation as paid part-time position after successful setup.

How to Apply

Send a short **motivation email** with your CV or LinkedIn profile to:

 joerg.zeugner@gmail.com

Subject: *"Application – Sales & Marketing Project Internship (Local Food Brand)"*