



## ONLINE MARKETING INTERN KEVER GENEVER

We are on a mission to 'Bring the Amsterdam Spirit to the World!'. To reach this objective we are building a strong and collaborative team. As a team we have the drive to make something happen that makes a difference. Are you passionate about spirits, good food and always in for a drink? Then stop searching for a job. We're here to tell you about the best job you can have.

The Kever mentality is that we never settle for the status quo – we aim to challenge it.



### ONLINE MARKETING INTERN FULLTIME | MINIMUM 3 MONTHS | AVAILABLE NOW

We are looking for a hands on, enthusiastic online marketing intern to help to extend our footprint online. A challenging journey since we have the objective to rapidly grow in the Direct-to-consumer channel.

You will not only get paid a competitive wage, we also treat you with free stash, and a genuinely fun team.

#### Requirements:

- You are an enthusiast and social student
- Available for at least one year, and flexible 10 hours per week
- Resident in a student city
- Have affinity with e-commerce and a burning desire to make an impact

#### What we offer:

- Be part of the Kever adventure and help to extend a rapidly growing brand
- An entrepreneurial environment
- A competitive wage
- Free stash

As Online marketing intern you are responsible for growing our own e-commerce channel and channels like Bol.com and Amazon, but also think of hunting in new channels in order to grow our online presence. Your goal is not only to grow online sales but also to optimise our customer experience, from the initial order till the parcel at someone's doormat.

We require a certain level of independence, however, you will be part of a vibrant team. We dedicate ourselves to coach you since we are keen to make your job a success, and moreover, are we eager to gain insights and learn from you.

#### How to apply:

If you want to help to drive the availability of Kever forward, then send an email to [jobs@kevergenever.com](mailto:jobs@kevergenever.com) with your CV and write us a brief summary of why you feel we should invite you for a chat.

# A week in the Life of a MARKETING INTERN

We are on a mission to shake up the spirits industry by doing things a little differently. The shift to direct-to-consumer sales & marketing is will play a major role in the succes of Kever. To keep up with the E-commerce pace and latest development you will be challenged to build up extend and control our online activities.

## **Content, strategy & execution (80%)**

- In order to grow online we need to increase our reach & conversion at the right audience.
- Content is king in the online world, you will be in charge of creating beautiful social media content, new website copy.
- Google analytics, Facebook & Instagram Ads manager is something where you feel at home.
- Setting up a conversion or reach campaign comes with the right strategy, you'll be in charge of planning, budgets & execution. Together we track the results and adjust where necessary.
- Test, test, test, is what you do in order to maximize online efforts and conversion.

## **(Analytics / Reporting 20%)**

- Learning from data and evaluating the online succes
- Set up E-commerce reports which will be shared with the whole team & investors.
- Investigate new online channels and keep track on the latest updates regarding E-commerce.

## **You kick ass in/ You Have**

- Making impact
- Being part of an adventurous journey of a young dutch international spirit brand.
- An independently and pro-active attitude (and not afraid of making mistakes). Education in the direction of online communication, marketing, business studies,
- Leisure/ hospitality. You have an eye for detail and good organizational skills.
- Are familiar with Photoshop/illustrator. Know your way around Business managers (FB & IG, etc)
- A smart, practical brain that gets shit done.
- Outstanding English, both verbal and written (we are an international company).
- Too much energy and motivated to work hard.
- A passion for spirits, good food and drinks
- The possibility to join us full time for at least 3 months.
- Managing projects, being on top of things, keep your promise on what you say you would do

## **Working with us (why we kick ass):**

- An entrepreneurial and scale-up environment, at a strongly growing brand.
- Work with some seriously smart and agile people, in a small driven team with no corporate Bullcrap
- The chance to be part of an innovative & impactful adventure, building a company & brand from the ground up.
- Real responsibility— what you do with it is your decision, but we provide the opportunity to we are serious about tosti's