



# Internship: Marketing Intern



# The Coffee Quest: Digital Marketing Internship



## The Company

The Coffee Quest is a young, ambitious and social, raw coffee company. Our team of around 50 coffee professionals works in 4 country offices; Colombia, Brazil, The Netherlands and The USA. We value Transparency, Collaboration and Quality and our goal is to add value to coffee and make it into a sustainable and profitable business for farmers and roasters alike.

The Coffee Quest  
Nieuwendammerdijk 526P  
1023 BX Amsterdam  
[www.thecoffeequest.com](http://www.thecoffeequest.com)



**"We are scaling up – and reaching out!"**

## What we do, and how we do it.

Together with our suppliers from 10 different origins we represent the work of over 10.000 farming families. We buy their coffee at a premium, and incentivize production of higher quality for which we pay a higher price. We bring their coffee to market with the added value of knowledge and insight, amazing visual material and digital content. We provide easy access to a wide array of specialty coffees to roasters in Europe and the US, and work hand in hand with our key accounts in planning their green coffee requirements. We invest our profits back into the producers with our impact programs, to build a future-proof, sustainable coffee chain.

## As a Digital Marketing Intern you'll focus on:

- 1. Creating content:** Brainstorm ideas and create visual and written content for our social media channels. Quality visuals for Instagram, LinkedIn, newsletter and for our blog. Do research and write engaging farmer profiles from surveys and farmer interviews keeping our core values in mind.
- 2. Creating engagement:** Research our target customer segment and communicate the right message. Make use of data analytics from existing channels such as our monthly newsletter and Social Media, and find new ways for creating engagement. Our partner network is open to gathering stories and other insights to develop interest on the market side. Find the right combination of curiosities and practical information about events and new coffees coming in!
- 3. Designing promotional material:** Design basic promotional material to support our marketing message to the customers. From brochures and flyers to online product profiles, your creative efforts will support our account managers in day-to-day communication. Make use of the house style to support new designs.
- 4. Working together in a multidisciplinary and multicultural team:** At The Coffee Quest, you will work alongside a diverse team, consisting of Dutch, French, Spanish, German, Italian, English speaking people. You will be located in our office in Amsterdam-Noord, but will also interact with our sister companies in Colombia and Brazil, and partners across our supply network.

### **What can we offer you?**

- Small team, nice colleagues and good coffee!
- Minimum of 5 months internship at a start-up company that is growing quickly.
- Take charge of a project and walk away with results.
- Part of Amsterdam Roasters Coffee Collective, a new coffee hub where you can learn everything about coffee.
- Not just office work, but participating in events and team 'borrels'.
- Learn more about marketing and how to communicate clear brand values

### **Compensation**

For this internship you will receive €400 monthly and travel reimbursement can be discussed.

### **How to apply?**

Send your motivation letter and CV to [hr@thecoffeequest.com](mailto:hr@thecoffeequest.com) and [angela@thecoffeequest.com](mailto:angela@thecoffeequest.com)

### **Deadline**

Apply before 17th May 2022 - 13:00 CET

**We are looking forward to your application!**

Warm coffee regards,

The Coffee Quest Team

