

(Graduation) internship Marketing & Communication

Period: Summer internship or September-January

Location: Hortimare BV, Heerhugowaard

Want to use your marketing skills to make a sustainable impact?

Hortimare BV is the supplier of high-quality starting material (seed) for seaweed farmers. Our mission is to contribute to a sustainable future, by making seaweed a competitive alternative for land-based products. To accomplish this we advise, support, and collaborate closely with seaweed farmers. How we do that, can be seen in the pictures below.



From left to right, we collect wild seaweed near the seaweed farm, extract seeds and grow the seedlings, ship to the client, give support during cultivation, and assess the harvest with the farmer to improve the cultivation. We work with farmers in Vietnam, Chile, Greenland, Norway, Ireland, Namibia, the Dutch Eastern Scheldt in Zeeland and many more countries. It's not easy to cultivate seaweed, so we solve fundamental questions regarding genetics and biology together with (international) research institutions. Never a dull moment!

Our mission:

Seaweed has great potential to have a positive impact on global (environmental) challenges. It is one of the fastest growing plants, and can be used for a variety of applications, such as food, packaging, and medicine. Seaweed farming does not require added fertilizers or fresh water and can provide a much more sustainable alternative to conventional land farming. The demand for seaweed is increasing by about 8% per year worldwide, all the reason to cultivate it responsibly and professionally. It's our mission to contribute to a sustainable future, by helping seaweed farmers to be successful and by setting a standard of responsible cultivation practices.

The focus of the internship will be:

- Develop our storytelling strategy and implement this on social media & the website
- Collaborate with a (web)designer to improve our branding & visuals
- Collaborate with lead seaweed researchers to create explainers (Video / news item / interview)
- Creating a content calendar for Instagram and LinkedIn
- Cooperate with national and international partners



What we are looking for:

- Basic WordPress skills
- Skills in design software (InDesign, Photoshop, Canva) and photography or videography are an advantage
- Curious, talent to organise, proactive, team player, creative, precise
- Fluent in English, verbal and written
- Interest in Biology, Sustainability and the seaweed sector

Our offer:

Hortimare offers a challenging internship in a unique and passionate work environment. Our team is committed to providing a supportive and engaging environment. Travel expenses will be reimbursed, and we offer a maximum of € 650,- per month to cover accommodation costs.

Information:

If you are excited about contributing to a sustainable future and joining Hortimare, please contact Suzan Vellekoop for more information suzan.vellekoop@hortimare.com.

Applications :

In order to apply for this position, please send your application letter together with your resume as soon as possible to hrm@hortimare.com for the attention of Ms. Nanouk van Eijk. If possible, we would be interested to see one or two projects that you've completed before. Examples are: a pitch deck for a project assignment, a poster you've designed for an event or written content for a previous internship.