



WE'RE LOOKING FOR

# FRESH

MARKETING, PR AND/OR CREATIVE INTERNS

# WANNA ROLL WITH US? INTERN: MARKETING / PR / DESIGN

## WHO WE ARE

We are **SALSA SHOP**, the FRESH MEXICAN KITCHEN! We serve the best Mexican food in Amsterdam, focussing on the premium end of the 'fast-casual' convenient food market. However, our meals are fresh (prepped every morning) and the quality is absolutely amazing. Our menu is designed to be as simple as possible, taking the customer through a quick, straightforward set of steps (from base, filling, toppings, salsas, and beverage to check-out).

We opened our first restaurant in July, 2014, and it was an immediate success! In these two years, we opened four locations in Amsterdam and we're exploring the possibilities to expand to other cities in the Netherlands. Our office is based in the centre of Amsterdam.

## WANNA ROLL WITH US?

Do you have a passion for fresh food, marketing and growing a community? Are you an open-minded spirit, proactive, do you like to work in a team and individually on projects? *Muy bien!*

Our brand is growing and we are looking for fulltime interns to help execute on the strategic direction for the Marketing and Creative Division. With our expansion, we aim to penetrate new markets, write and implement Social Media strategies and create new offline and online media. We offer exciting roles which will complement your studies in terms of applying learned marketing techniques, design work and creative thinking in the current, dynamic business environments.

You will work with a young, enthusiastic management team at the office and at our locations, and next to food loving, we're very ambitious! We therefore give you the opportunity to grow towards a permanent position.

## THE INTERNSHIP

- 3 Months (longer possible, by arrangement)
- Available immediately, February 2017 through April 2017 (or longer)
- Internship allowance: 350 euro (per month)
- Thesis/non-thesis

## YOUR PROFILE & SKILLS

- Fluent in English.
- Knowledge of Dutch, German, and/or Spanish are a plus but not required
- Microsoft Office, Adobe Photoshop / Indesign / Illustrator
  
- Flexible, Quick learner, Hard worker, preferably from the Amsterdam area
- Proactive self-starter; Ability to work independently and take initiative
- Strong communication, writing and editing skills
- Able to push back when needed
- Organized and excellent attention to detail
- Ability to manage numerous activities and support the efforts of others in achieving company goals

## PRIMARY RESPONSIBILITIES (including, but not limited to)

- Assist with (development, implementation and execution of) marketing strategies; Help coordinate various marketing methods including direct mail, print ads, networking, internet, social media, and develop new methods of marketing
- Write and execute Social Media strategy and Content Calendar, manage and grow our community: Manage online channels (including our website and social media) and engage and build longlasting relationships with our fans, partners and other stakeholders
- Development of promotional marketing content for brand development and lead generation, execution of online and offline media design, fan apparel and more
- Ability to establish priorities, balance demands of multiple projects and meet deadlines

**Interested? Send your resumé and motivation letter to [arun@salsashop.com](mailto:arun@salsashop.com)**



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