



Kraft Foods is number 2 in the food industry worldwide. Our Kraft products are sold in 160 countries and Kraft Foods offers employment to more than 140.000 employees. In Kraft Foods Benelux almost 3000 people are employed, divided over 4 factories and 2 headquarters. The Kraft Foods Belgium office will be situated in Mechelen, between Antwerp and Brussels.

Some of the biggest brands of Kraft Foods on the Benelux market are Côte d'Or, LU, Milka, Toblerone, Prince, TUC, Cracottes, Bastogne, Philadelphia, Ziz and Miracoli.

Taste a **delicious** Marketing internship in Mechelen

Fancy an interesting and challenging internship? At our company you can benefit from an open work climate, lots of variety and an authentic trainees-atmosphere with more than 20 international trainees every year. Your enthusiasm helps us innovating and turning challenges into opportunities; we do like bubbling ideas. But above all your input as a person is of essential significance because at Kraft Foods our people are our secret ingredient. A good and spontaneous relationship with colleagues, customers and consumers that is our common focus!

Your tasks will be:

1. Participating in the actual day to day business. This means among other things:
 - You assist in implementing and evaluating marketing plans on an on-going basis
 - You assist in development and execution of brand support (various communication tools: media & off-media)
 - You organize events and sponsoring
 - You manage updates & refreshments on the current website
 - You contribute to the development of new product concepts in line with consumer needs
 - You participate in consumer research projects (both ad-hoc research and continuous analysis of Nielsen/GfK panel data)
 - You contribute to periodic business planning process
 - You contribute to professional & motivating working relationship with internal disciplines (sales, logistics, finance)
2. Getting involved in the strategic part of Marketing in FMCG

We are looking for enthusiastic students who:

- Work result oriented while following a concrete time schedule
- Are strong in analysing figures
- Are able to work independent and to take responsibility
- Have good Office knowledge (mainly Excel)
- Are quick in learning new strategies
- Are fluent in Dutch and English, or in English and French
- Are available for a period of 6 months from end November- December

Type of internship: work experience internship

Location: Mechelen, Belgium

Make it happen on www.kraftfoods.be!

