



Marketing and Communication (Internship)

Location: Amsterdam

Work Schedule: Full-time (40 hours per week)

Start Date: February

Period: 6 months

Website: www.sommalife.com

Application Deadline: Dec 31, 2024

Contact: willem@sommalife.com

Company profile:

Sommalife passionately empowers smallholder farmers in West Africa, creating sustainable income and significant impact. Our innovative approach connects farmers directly to international clients through proprietary software, ensuring traceability and transparency. Committed to environmental sustainability, we implement reforestation practices to restore ecosystems, offset carbon emissions, and promote biodiversity. By integrating technology with ethical farming, we foster economic growth and community development, shaping a brighter, more sustainable future for all stakeholders. Join us on our mission to transform lives, empower communities, and shape the future of sustainable agriculture. Together, we can create a more equitable and prosperous world for all.

Additional project: Next to helping Sommalife with its Marketing and Communication you will also work on another project. This project will involve testing a new idea in order to make more impact for the farmers. We are going to attempt to change the cosmetics industry. How? No More Bad Cosmetics. We will create and launch a company from scratch which shifts the power from cosmetic giants to smallholder farmers and consumers. This company aims to build a new cosmetic brand that prioritizes fair compensation and climate resilience for farmers, top-notch skincare for consumers and a future proof cosmetics industry. And all of that with the shortest value chain possible, without middlemen so that we can offer amazing cosmetics for a reasonable price, directly to consumers. As part of the team, you'll play a pivotal role in a team of 3, developing this brand over 4-6 transformative months.

Job Description:

Your role will include:

- **Marketing Strategy:** Assist in planning, executing, and managing marketing content.
- **Brand Development:** Help develop the Sommalife brand and execute branding strategy.
- **Communication and External Relations:** Build and maintain partnerships, manage pitch decks and informational materials, and contribute to journals and newsletters.

- **Social Media Management:** Create, schedule, and publish engaging content across our social media platforms (e.g. LinkedIn & Instagram) to increase brand awareness, drive traffic to the website, and engage with our audience effectively.
- **Sales Initiatives:** Engage with potential leads, support deal closures, and utilize market feedback to refine our offerings.
- **Grant Writing:** Research and identify potential grant opportunities, draft compelling grant proposals, and collaborate with the team to secure funding for Sommalife's projects and initiatives.
- **Crowdfunding Campaigns:** Plan and execute crowdfunding initiatives to raise awareness and secure funding. Engage with potential backers, develop compelling campaign materials, and ensure transparent communication of goals and outcomes.

Your profile:

To be considered for this position you must meet the following requirements:

- **Educational Background:** Completed (or be in the last year) of a Business, Communication, or Marketing related degree.
- **Language:** Professional Working Proficiency in Dutch and English.
- **You should be based in the Netherlands, preferably Amsterdam.**
- Skilled in using design tools, including Photoshop, Illustrator, Premiere Pro, and Canva, for versatile and impactful visual content creation.
- Experience in (grant) writing, including research, proposal drafting, and grant management.
- Strong communication skills, both verbal and written.
- Creative thinking and problem-solving abilities to develop innovative marketing campaigns and brand strategies.
- Adaptability and flexibility to thrive in a fast-paced startup environment and respond to changing priorities and market dynamics.
- Analytical mindset to interpret data and make data-driven decisions to optimize marketing strategies and tactics.

We offer:

- A chance to turn the internship into a full-time position
- Opportunity to be part of a high-impact startup journey and contribute to meaningful projects.
- Working in an international team at our office in the Centrale Markthal in Amsterdam
- The position is open from January 2025 onwards
- The position is full-time with a duration of 3 or 6 months



Application Process:

If you're as excited as we are about making a difference, we'd love to hear from you. Join us as a Marketing and Communication Intern to gain experience in an impactful and dynamic start-up environment. You'll play a pivotal role in amplifying our story, expanding our reach, and driving our social impact to new heights. Please send your resume and a brief introduction expressing your interest in the role to willem@sommalife.com.

Join us, where your work transforms lives in West Africa and shapes the future of sustainable business!