

### **Dietetics/Nutrition Intern Job description:**

As part of the strengthening of our marketing strategy, we are looking for a dietetics / nutrition intern in the Marketing Department.

The role of the Marketing team is to understand the markets we serve, the trends that affect these markets and the opportunities that allow us to develop our business. The marketing main task is to develop compelling strategies for market segments and build a opportunities portfolio that meet customer needs, create value and are profitable in the long run.

Under the responsibility of the Marketing Manager and in connection with internal teams (Digital, R & D, procurement, Chefs de cuisine) you will be responsible for supporting your supervisor in developing the brand's nutritional marketing strategy.

### **Missions:**

- Formalize and share market trends related to Personalized Nutrition.
- Specify the challenges in terms of business, in particular the market size (Turnover, growth),% of consumers, geographies
- Analyze the value chain and map the business models of the main players:
  - Ingredient suppliers
  - Producers of food and dietary supplements
  - Laboratories
- Perform a SWOT analysis

Trained in agro-food engineering school, you show a very strong interest in marketing and a strong sensitivity to digital (Digital marketing)

You have real capacities of autonomy, rigor, at ease on the relational level, you have a taste for challenge and wish to evolve within a multidisciplinary team, favoring initiatives and teamwork.

You are fluent in French and English as well as IT tools / office pack.

