

(ONLINE) MARKETING & COMMUNICATIONS INTERNSHIP SPIRITED UNION DISTILLERY

Are you passionate about spirits, food and drinks? Do you have a hands-on mentality and the natural ability to get sh*t done? And do you want to be part of one of the fastest growing craft rum brands in the Netherlands and truly make an impact as we re-write the rule book when it comes to rum?

It's our mission to rejuvenate the rum category by creating a new category within; BOTANICAL RUM. To be the first real flavour innovator in (and near) rum by redistilling and infusing rum with natural botanicals. Our real and honest approach to rum isn't just better tasting but also better for the world (all produced in the spirit of sustainability). Since the launch in 2017 we have been successful in getting listed in 15 countries across Europe and beyond. As one of the fastest growing spirit brands in the Netherlands, Union is known for its disruptive activations and unique approach.

ONLINE MARKETING INTERNSHIP (FULLTIME, MINIMUM 3 MONTHS, AVAILABLE NOW)

We are on a mission to broaden the horizons when it comes to Spirits. One bottle, one bar, one city at the time. To make sure Union brand can keep growing at this pace (and faster) we are looking for a (Online) Marketing and Communications intern to spread our message. You will be supporting not just Marketing but the Union crew at the distillery as a whole, while learning at first-hand how a start-up is run and growing.

A day in the life of:

- Spirited to share the stories of our rum and botanicals on events and trade fairs.
- Attend meetings with our Marketing team, and help decide
- Together with Marketing you create content for our social media channels and ensure that the right message is placed at the right time.
- You will come up with a content strategy, to see how we can best reach our customers.
- You prepare our next (cocktail) photoshoot at by creating a brief, collecting all props and you of course attend the photoshoot.
- You help design the next social media post by using Photoshop or Illustrator.
- SEO optimisation, and improve the search engine performance
- and write about our next achievements in the industry.
- You analyse the results of our latest's campaign.
- You answer all kinds of customer inquiries from all over the world, both by mail, telephone and through social media.
- You brainstorm along with the Union crew on new flavours, food pairings, activations and other innovative ideas.

Projects you will be part off:

- Sustainability Roadmap – We're producing rum in Union with nature and are in the process of creating a roadmap that makes our rums even more sustainable.
- Direct to Consumer (ECOM) – At the distillery we offer brand experiences that drives engagement with the brand. As part of our marketing team you will engage with customers online to increase traffic and sales.
- Trade marketing & Sales Support – You will support our sales efforts in 15 markets by working on toolkits, point of sale and content.

You offer:

- A desire to be part of an adventurous journey of a young Dutch international spirit brand.
- An independently and pro-active attitude (and not afraid of making mistakes).
- A Bachelor education in the direction of communication, marketing, business studies, leisure/ hospitality.
- You have an eye for detail and good organisational skills.
- A smart, practical brain that gets shit done.
- Outstanding English, both verbal and written (we are an international company).
- Too much energy and motivated to work hard.
- A passion for food and drinks.
- Photoshop/Illustrator experience is a plus.
- The possibility to join us fulltime for at least 5 months.

What we offer:

- A chance to be part of something new and exciting, building a company & brand from the ground up.
- Working with a young, passionate and smart crew of people.
- A central Amsterdam working location or even better: you will be working at the best bars and events.
- Real responsibility – what you do with it is your decision, but we provide the opportunity to really learn something.
- A competitive intern salary.
- Unlimited high fives and drinks (well at least after working hours).

Apply

If you want to be part of our journey send an email to Ruben at ruben@spirited-union.com with your CV, brief motivation and a short summary of what you want to take out of your internship.

About Spirited Union Distillery

The story behind each of our spirits starts with the colourful world of herbs and spices and how they can create vibrant tastes. Making a delicious drink is a bit like cooking a delicious meal; you need to combine textures and tastes to create a memorable experience. So we start with the flavour kick we're trying to create then replicate it by exploring the vast world of botanicals and infusions. Each ingredient needs to be infused or distilled for the right length of time. Delicate aromatic flowers, leaves and seeds need less infusion time. Harder fruits, roots and barks need longer.

To rejuvenate the rum category, we've opened the doors to our very own distillery located in Amsterdam. Its eco-friendly and all our spirits are made with real ingredients. Better tastings and Better for the world.