

## Graduation internship in Online Marketing & Communication

Period: 4-10 months, as soon as possible

Location: Hortimare BV, Heerhugowaard

**Has the seaweed industry caught your attention? Do you want to work with in a sustainable and innovative environment? Then Hortimare is your place to be!**

### **The assignment:**

As Hortimare has taken a key position within the seaweed industry globally, we want to expand our online presence. Within this internship, you will have a big impact on the repositioning of Hortimare from a seed provider to a partner in scaling the seaweed sector and enable the public a better access to our work and services. Highlighting our focus on research, collaboration, quality, and expertise throughout different social media platforms is an essential part in this process.

### **The focus of the internship will be:**

- Translating our marketing goals, broader target group and draft plans into a marketing plan
- Collaborating with lead seaweed researchers to write content for the “news” page on our website
- Creating a content calendar for social media platforms such as Instagram and LinkedIn



### **What Hortimare is looking for:**

- Study background in marketing communication
- Basic WordPress skills
- Design software skills (InDesign, Photoshop, Canva), photography/ videography are an advantage
- Curious, talent to organise, proactive, team player, creative, precise
- Fluent in English, verbal and written
- Interest in Biology, Sustainability, and the seaweed sector

### **Our offer:**

Hortimare offers a challenging internship in a unique and passionate work environment. Our team is committed to providing a supportive and engaging environment. Travel expenses will be reimbursed, and we offer a maximum of € 650,- per month to cover accommodation costs.

### **Information:**

If you are excited about contributing to a sustainable future and joining Hortimare, contact Suzan Vellekoop and Haik van Exel for more information. [suzan.vellekoop@hortimare.com](mailto:suzan.vellekoop@hortimare.com), [haik.vanexel@hortimare.com](mailto:haik.vanexel@hortimare.com)

### **Applications :**



**HORTIMARE**  
BREEDING & PROPAGATING SEAWEED

In order to apply for this position, please send your application letter together with your resumé as soon as possible to [hrm@hortimare.com](mailto:hrm@hortimare.com). If possible, we would be interested to see one or two projects that you've completed before. Examples are: a pitch deck for a project assignment, a poster you've designed for an event or written content for a previous internship.

### **Why seaweed?**

Seaweed has great potential to have a positive impact on global (environmental) challenges. It is one of the fastest growing plants, and can be used for a variety of applications, such as food, packaging, and as raw material. Seaweed farming does not require added fertilizers or fresh water and can provide a much more sustainable alternative to land farming. The demand for seaweed is increasing by about 8% per year worldwide, all the reason to cultivate it responsibly and professionally.

**Hortimare BV** is the supplier of high-quality starting material (seed) for seaweed farmers. Our mission is to contribute to a sustainable future, by making seaweed a competitive alternative for land-based products. To accomplish this we advise, support, and collaborate closely with seaweed farmers. In addition, we contribute to (international) research projects with our scientific knowledge of breeding and propagating various species of seaweed.