



Chicago Section IFT  
the First Section



## Intern Opportunities!



Click Below for Details!

<http://tinyurl.com/cn9lfg>

### **Sales, Food**

Come learn from the some of the best! Work alongside talented professionals to contribute to challenging, exciting and rewarding projects. Our internship program provides real world experience and an opportunity to build expertise and problem solving capabilities.

We offer a unique perspective into the world of food manufacturing with a maximum twelve week paid internship in our U.S. Academia Sales group in Bannockburn, IL. As a key player on the U.S. Academia Barilla selling team, the Intern-Academia Sales will work on a summer project involving research and analysis of consumer trends while learning selling and presentation techniques.

### **Marketing, Food**

We offer a unique perspective into the world of food manufacturing with a maximum twelve week paid internship in our U.S. Marketing group in Bannockburn, IL. As a key player on the Barilla U.S. Marketing team, the Intern-Bakery & Specialty Marketing will work with the Marketing Manager to develop marketing plans to meet the company's short- and long-term sales, market share and profit goals for a product launch.



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## ⇒ Key Responsibilities Include:

- Product Mix: Work with Marketing Manager and corporate team on defining items for launch in specialty and alternate channels.
- Marketing strategy: Work with Marketing Manager on marketing plan: price, promotion, communication and distribution.
- Project Management: Work effectively with Marketing Manager and cross-functional teams in US and Europe; perform data analysis.
- Other duties as assigned.

## Marketing, Food

We offer a unique perspective into the world of food manufacturing with a maximum twelve week paid internship in our U.S. Marketing group in Bannockburn, IL. As a key player on the Barilla U.S. Marketing team, the Intern-Marketing will be assigned a leading edge project for one of the businesses.

## ⇒ Key Responsibilities Include

- Determine how Barilla can best compete/win within the initiative.
- Work with third-party vendors to help develop strong base of knowledge.
- Develop marketing plans and messaging related to the initiative.
- Size opportunity associated with the initiative.
- Present final recommendation on how to best approach the opportunity.
- Other duties as assigned.

## Nutrition

We offer a unique perspective into the world of food manufacturing with a maximum twelve week paid internship in our Nutrition group in Bannockburn, IL. As a key player on the Nutrition team, the Intern-Nutrition will have the opportunity to develop a year-long Si Mediterranean program plan. The aim of Si Mediterranean is to increase nutritional knowledge of Barilla employees by increasing awareness of the benefits of the Mediterranean diet and the relationship between correct diet and safeguarding the environment. The objective is to improve the eating habits of Barilla employees through a wider and more diverse range of foods.



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⇒ **Key accountabilities:**

- Develop messaging, communications, survey and events and integrate the sustainability initiative.
- Analyze metrics and business impact of the Si Med program.
- Recipe Project: Help analyze and categorize existing recipes under nutrition and functional characteristics.
- Other duties as assigned.

### **Marketing, Shopper**

We offer a unique perspective into the world of food manufacturing with a maximum twelve week paid internship in our U.S. Shopper Marketing group in Bannockburn, IL. As a key player on the Barilla America Shopper Marketing team, the Intern-Shopper Marketing will have the opportunity to own the creative development process for a project.

⇒ **Key responsibilities include:**

- Develop a sales presentation for retailers regarding 2014 plans.
- Work with Category Management, Market Research, Shopper Marketing and Sales to share insights and external sales communication.
- Evaluate current versus new suppliers and make recommendations.
- Work with Brand to secure overall creative direction and assets.
- Maintain the updates of the digital aspects of Shopper Marketing programs with Barilla's internal Digital team.
- Manage the weekly updates to internal Shopper Marketing/Marketing status tracker.
- Other duties as assigned.