Company Background

With 12,300 stores in over 30 countries, Carrefour is one of the biggest supermarket chains worldwide. Although the company was founded in 1959 they are still at the edge of transformation and adapting to new technologies. They run progressive campaigns when it comes to the prevention of food waste, social responsibility and protecting bio diversity.

Carrefour Global Sourcing (GS) is the entity of the Carrefour Group dedicated to sourcing and developing non-food Carrefour products with Asian suppliers for its markets (mostly Europe, Brazil, and Middle East). Product categories range from hardgoods, to house ware, textile and electronics products.

Digital Branding & Marketing Intern (HR)

Responsibilities

As our intern you will join us on the journey towards becoming a truly global company with an employer brand that is globally aligned and communicated the best way possible. Your primary focus will be on improving our digital presence.

Working alongside with Human Resources team you will be an integral part focusing on employment branding and recruitment marketing:

- Join us in driving our presence on social media, including our LinkedIn page
- Creating content for digital communication, including our LinkedIn articles, videos and storyboards for our career site and blogs
- Investigating new ways of communication and ensure that we are present in the right social media
- Participation in planning, preparation and execution of employer branding campaigns

Desired Skills and Experience

- Relevant education within communication, marketing, storytelling, movie production or the like is preferred but not a must
- Excellent English communication skills
- Interest in and knowledge of employer branding is preferred
- Experience with recording, production and editing of small video projects is an advantage