



NEW FLAG BENELUX BV

*Join the Force
as Social Media & PR
Intern (m/f)*

We are active in the Benelux since June 2017 and we are growing fast. We are now ready for the next step and would like to professionalize and grow our Benelux business even more. Therefor we are looking for a Social Media & PR Intern, who will help us on this journey.

ABOUT US

- A truly international company, headquartered in Munich, our products are sold in over 70 countries.
- After only 7 years the company has already established itself as one of the “movers & shakers” of the hair & beauty industry.
- Ideas and strategies out of the ordinary are what make us special – we work outside the box!
- Our organisation offers exceptional service with a strong focus on quality and professionalism.
- Our unique and innovative brands such as Tangle Teezer, Olaplex, invisibobble, Kocostar, Tonymoly, Foamie and Pulpriot are not only everyone’s favourite beauty secret, but life-altering must-haves to our customers.
- Our team, consisting of around 160 people spread across all over Europe.
- We create and develop brands which are successful worldwide.

OUR CURRENT PRODUCTS FOR THE BENELUX MARKET

- Tangle Teezer® has turned the hair brush segment upside down in a short time.
- invisibobble® the hair accessory of the 21st century.
- OLAPLEX® is THE revolution in hair repair.
- Kocostar and Tonymoly, the cult brands from Korea for the daily Korean beauty fun.
- PULPRIOT - provides professionals with the paint to create their masterpieces.
- Foamie - is a novelty on the shower shelf. A sponge with integrated shower care and a shampoo bar.
- Urban Alchemy - helps hairdressers to create extraordinary artworks on their clients' heads.

To expand our team, we are looking for a PR & Social Media intern at our office in Haarlem for a 6 months period.

KEY RESPONSIBILITIES

- Support in further development of our Social Media strategy, as well as of all our Social Media channels (Facebook and Instagram)
- Create Social Media content plans
- Takeover the Community Management and engage with our followers
- Support in the implementation, evaluation and analysis of Social Media activities
- Maintain and expand influencer relations and cooperation
- Research trends and observe competitors
- Organise send-outs to blogger, editors, etc.
- Collaborate with our PR agency
- Support in organising events and product launches
- Support our Marketing team on all brands

KEY REQUIREMENTS

- You are currently studying Marketing or Communication.
- Ideally, you already have some experience in the field of Social Media and PR.
- You have strong communication skills in the Dutch language.
- You have fluent English skills – spoken and written.
- French language skills would be a plus.
- You are interested in current trend topics about hair, beauty and fashion.
- You are familiar with the MS-Office programs, such as Word, Excel and PowerPoint.
- You are reliable, full of creativity and working in a team is not new to you.
- You can work self-initiatively and you are highly motivated to start in our team.

WHAT WE OFFER

- It is a once in a lifetime opportunity to be part of this exiting journey and together with us develop the Benelux organisation
- The opportunity to build the Benelux business and bring it to the next level
- Be part of a highly skilled, international company that is great to work with and for lots of opportunities to grow – both personally and professionally
- A collegial, open-minded team
- A modern workplace with Coffee and tea for free

Do you want to join the force?

Then apply now by sending us an email with your full application and start date. We are looking forward to receiving your application!