

**ProMeat is a plant based meat company with a vision to bring a change in the way people consume proteins. We leverage our expertise in the food tech background to create scrumptious meat alternatives to make the shift from unsustainable to sustainable meats easier.**

**Location:** Delhi, India (Work From Home until further notice)

**Contact:** [promeatfoods@gmail.com](mailto:promeatfoods@gmail.com)

## **Positions:**

1. RDQ Intern
2. Business Development Intern
3. Digital Marketing Intern
4. Content Writer
5. Graphic Design Intern

## **INCENTIVES**

- Exposure to understand emerging food tech company and its market trends.
- Close-knit startup culture and community.
- A fun mix of experiences that are both qualitative and quantitative.
- Great experience for moving into general R&D, marketing, sales and entrepreneurship careers.
- Opportunity to take part in National/International challenges.
- Stipend based on performance.
- Opportunity to join our core team as a full-time role.

## 1. RDQ Intern, R&D of ingredients and processing

We are looking for an enthusiastic, flexible and proactive research-oriented candidate with at least a Bachelor's degree in Food Science and Technology or Agriculture and a modern scientific mindset. The candidate will play an active role in building large databases of food ingredients, categories, functionalities and properties. The candidate needs to be enthusiastic about taking on challenges, exhibits meticulous attention to detail, and has an eagerness to learn new techniques.

### POSITION RESPONSIBILITIES

You will play an active role in building large databases of food ingredients, categories, functionalities and properties. Other related activities are:

- Research various data sources and publications to create a database, also study the regulatory parameters of the ingredients.
- Formulation of products from the different ingredients enlisted.
- Document & present outputs in an explainable manner.
- Ability to analyze the nutritional content of food, discover new food sources, and research ways to make suggestions that are safe and healthy.
- Quality check of existing products and the new products developed.
- Market research on existing products in the market.
- Studying the process line and enlisting regulatory/ legal requirements in the entire process from beginning to end.
- Create detailed and professional reports on the studies/trials conducted.

### CANDIDATE PROFILE EDUCATION AND EXPERIENCE

- At Least a Bachelor's degree in Food Science and Technology or related fields, with knowledge of proteins & research mindset but open to exploring. 1-2 years of experience of working in a food company.
- Ability to research and analyze food ingredients, categories, functionalities and properties and their regulatory parameters.
- Exposure to Dietetics & Nutrition.
- Skilled at analyzing foods to provide customized alternatives & recommendations to address health conditions / achieve health goals and to substantiate claims.

### PERSONALITY TRAITS

- Be thorough with research, analysis, collaboration & execution.
- Reliable, focused, patient & detail-oriented.
- Agile, flexible, resourceful problem solver & quick learner.
- Ability to work independently as well as cooperatively, in a fast-paced environment.
- Sense of ownership and bias for action.

## 2. Business Development Intern, Sales & Marketing

We are searching for a committed, deadline-driven business development intern to join our team. Your tasks may include conducting market research, identifying business opportunities, managing email campaigns, generating sales leads, making cold calls, participating in meetings, and assisting the team wherever possible.

### POSITION RESPONSIBILITIES

- Conducting desktop research, or gathering information through surveys or by speaking to potential clients.
- Attending and participating in meetings, workshops, events, and exhibitions to gather leads.
- Liaising with clients, vendors, and suppliers on behalf of the company's managers.
- Maintaining a proper database and updating documents and sales records.
- Reviewing sales performance against sales targets.
- Observing and carrying out sales processes.
- Identifying potential weaknesses and offering improvement suggestions.
- Assisting managers with negotiations.
- Keeping a log of everything learned and delivering presentations to team members.

### CANDIDATE PROFILE EDUCATION AND EXPERIENCE

- A degree in marketing, business or similar may be required.
- Past experience in sales & marketing.
- Proficiency in English and Hindi would be advantageous.
- Superb interpersonal and communication skills both verbal and written.
- Skilled at communicating, collaborating and negotiating.

### PERSONALITY TRAITS

- Be thorough with communication, consumer research, analysis, collaboration & execution.
- Reliable, focused, patient & detail-oriented.
- Agile, flexible, resourceful problem solver & quick learner.
- Ability to work independently as well as cooperatively, in a fast-paced environment.
- Sense of ownership and bias for action.

### 3. Digital Marketing Intern

We are looking for an enthusiastic marketing intern to join our team and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies. Your insightful contribution will help develop, expand and maintain our marketing channels.

#### POSITION RESPONSIBILITIES

- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competition for brand positioning
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail, newsletter and web)
- Prepare promotional presentations
- Help distribute marketing materials
- Manage and update company database and help in building customer relationship management systems (CRM)
- Help organize marketing events
- Creation of promotional campaigns and devising marketing strategies to generate leads
- Engage in PR activities, collaborate with media channels, magazines etc for brand promotion

#### CANDIDATE PROFILE EDUCATION AND EXPERIENCE

- A degree in marketing, business or similar may be required.
- Past experience in digital marketing.
- Proficiency in English would be advantageous.
- Superb interpersonal and communication skills both verbal and written.
- Skilled at communicating, collaborating and outreach.

#### PERSONALITY TRAITS

- Be thorough with communication, consumer research, analysis, collaboration & execution.
- Reliable, focused, patient & detail-oriented.
- Agile, flexible, resourceful problem solver & quick learner.
- Ability to work independently as well as cooperatively, in a fast-paced environment.
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#### **4. Content Writer**

We are looking for a Content Writer to join our team and enrich our digital presence across our social media channels and websites with new blog posts, guides and marketing copy.

Content Writer responsibilities include conducting thorough research on industry-related topics, generating ideas for new content types and proofreading articles before publication.

Feel free to share samples of your work or portfolio of your published articles, along with your application. Ultimately, you'll deliver quality writing pieces that appeal to our audiences, attract customers and boost brand awareness.

#### **POSITION RESPONSIBILITIES**

- Research smart protein industry-related topics (combining online sources, interviews and studies)
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts
- Proofread and edit blog posts before publication
- Submit work to manager for input and approval
- Coordinate with marketing and design team members to illustrate articles and posts
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency according to our brand guide (style, fonts, images and tone)
- Update website content as needed
- Help in building a Content Management Systems

#### **CANDIDATE PROFILE EDUCATION AND EXPERIENCE**

- Proven work experience as a Content Writer, Copywriter or similar role
- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics
- Excellent writing and editing skills in English
- Excellent writing skills, as well as the ability to communicate and collaborate effectively
- Portfolio of published articles
- Experience doing research using multiple sources
- Familiarity with web publications
- Ability to meet deadlines

#### **PERSONALITY TRAITS**

- Be thorough with communication, consumer research, analysis, collaboration & execution.
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- Agile, flexible, resourceful problem solver & quick learner.
- Ability to work independently as well as cooperatively, in a fast-paced environment.
- Sense of ownership and bias for action.

## 5. Graphic Design Intern

We are looking for an enthusiastic Graphic Designer who can define our requirements, visualize and create graphics including illustrations, logos, layouts and photos. You'll be the one to shape the visual aspects of websites, books, magazines, product packaging, exhibitions and more.

### POSITION RESPONSIBILITIES

- Study design briefs and determine requirements
- Schedule projects and define budget constraints
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colors and layouts for each graphic
- Work with content writer and digital marketing team members to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

### CANDIDATE PROFILE EDUCATION AND EXPERIENCE

- Proven graphic designing experience
- A strong portfolio of illustrations or other graphics
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- A keen eye for aesthetics and details
- Excellent communication skills
- Ability to work methodically and meet deadlines

### PERSONALITY TRAITS

- Be thorough with communication, consumer research, analysis, collaboration & execution.
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- Ability to work independently as well as cooperatively, in a fast-paced environment.
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