

CANNA is a global producer of high quality medium and nutrients for cannabis plants, applicable for home- and professional grow. CANNA is a market leader with more than 30 years of experience, headquartered in Holland. At present 120+ people work in developing, producing, marketing and distributing various product lines in 45+ countries around the world.

CANNA Deutschland is responsible for marketing and distribution of CANNA products in Germany.

For our office in Berlin, we are looking for a new addition to the team as a:

Praktikant Marketing

We are looking for a Marketing Intern to support marketing of our company in its primary duties. As Marketing Intern you will be involved in supporting Marketing Manager and creating, producing and managing all content material on our digital platforms.

Requirements

- Currently enrolled in a Bachelor's degree program in Marketing, Communications, Business Administration, or related field.
- Strong interest in marketing, branding, and social media.
- Excellent communication and interpersonal skills.
- Ability to work independently and collaboratively in a team environment.
- Basic knowledge of marketing principles and techniques.
- Familiarity with social media platforms (LinkedIn, Instagram, TikTok, YouTube, Facebook) and interest in staying updated on emerging trends.
- Creativity and willingness to learn and contribute new ideas.
- Detail-oriented with strong organizational skills.
- Ability to multitask and prioritize tasks effectively.
- Availability to work part-time or full-time hours as required by the internship program.

Responsibilities

- Assist in developing and implementing marketing strategies to promote store branding and increase brand awareness.
- Support social media efforts by creating and scheduling posts, monitoring engagement, and analyzing performance metrics.
- Assist in identifying and collaborating with influencers to create content and promote brand visibility.
- Help organize and coordinate marketing events, including fairs and exhibitions.

- Conduct market research to identify trends, competitors, and potential opportunities.
- Assist in creating marketing materials such as flyers, brochures, and presentations.
- Support the marketing team in various administrative tasks, including data entry, and file organization.
- Assist in tracking and analyzing marketing campaigns and initiatives to measure effectiveness and identify areas for improvement.
- Contribute creative ideas and suggestions for marketing campaigns and promotions.
- Stay updated on industry news, best practices, and emerging trends in marketing and social media.
- Take initiative to learn new skills and take on additional responsibilities as opportunities arise.

Offer

- Position at a stable, globally recognized company in a rapidly growing market
- Work in an international team in Germany and Europe
- Flexible working models (e.g. remote/office 40/60)
- Relaxed work atmosphere

We are open to various part-time models and encourage you to apply even if you do not meet all criteria.

We look forward to receiving your application documents and your earliest possible starting date at info@canna-de.com

We will get back to you as soon as possible!