

INTERESTED IN SHAPING THE MARKETING STRATEGY OF AN EARLY-STAGE CONSUMER FOOD BRAND? THIS IS YOUR OPPORTUNITY!

Projectstudy (m/w/d)

Marketing & Content Strategy Development

Food Start-up

Who are we?

Leios Food is an early-stage food start-up founded in 2023, with the mission to prevent one of the biggest health threats to our society: „the overconsumption of sugar“. We develop food products stabilizing blood sugar levels and avoid unhealthy blood sugar spikes. Thereby, we are promoting a healthier diet leading to more energy, less cravings, and better concentration in the short-term. In the long run, we are supporting the prevention of chronic diseases, such as Diabetes Type II, cardiovascular disease or cancer.

Why Leios Food?

- Work directly with the founder and take responsibility from day one
- Have a real impact and be part of shaping an early-stage company: Your analysis and ideas will be directly translated into our marketing & content strategy
- Gain practical experience in a dynamic environment with room for creativity
- Work remotely

Your Project Study:

Part 1: (2 weeks)

- Development of a marketing strategy for 2 target segments
- Customer profiling
- Competitor analysis (content & communication channel)
- Evaluation of food market trends to support strategic decisions.

Part 2: (10 weeks)

- Implementation of marketing strategy
- Development of content plan & content creation
- A/B Testing of communication tools with real-time sales tracking

Who you are?

- Enthusiastic and passionate about consumer brands & the food industry
- Creative team player with an analytical skillset
- First practical experience in marketing & content creation (advantageous, not necessary)

Get in touch with us:

Send us an email including your CV and preferred start date to kontakt@leios-food.com

 Leios