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# WANNA BE A TONY, TOO?

## GLOBAL PR INTERN

**Tony's Chocolonely was founded in 2005 by journalists who discovered that chocolate manufacturers use cocoa beans from forced child labour and slavery on farms in Ghana & Ivory Coast, where most of the world's cocoa comes from.**

**Tony's Chocolonely wants to make all chocolate 100% slave free. Not just our chocolate, but all chocolate worldwide. Not exactly the average company, right? We are an impact company that makes chocolate and we are changing the industry from within. Through our 5 sourcing principles and delicious chocolate we want to show that chocolate can be made differently – not just how it looks and tastes but in how it's made.**

### **your role at Tony's**

We are looking for a Global PR Intern to join our team! The #1 role is to support the PR activities not only by taking over admin tasks. We also want to give you the freedom to focus on what you're good at and where your interests lie, so that you can get the best out of your experience with Tony's!

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**Ready to raise the bar with us? Here are some examples of what you'll do:**

- **Supporting the Global PR Manager in executing and implementing seasonal PR plans, calendars and timelines**
- **Developing and writing pitches, supporting in press release distribution**
- **Researching PR opportunities and angles for global campaigns and events as well as analysing and picking up market trends**
- **Exploring influencer opportunities and support fostering our existing network**
- **Planning and preparing press trips, events and special projects together with the PR Manager**
- **Monitoring articles in Clipit and compiling reports on (special) projects and events**
- **Creating and upload editorial clippings to the system on a regular basis**
- **Writing Press Coverage reports consisting of media highlights and analysing PR performances**

## the ideal candidate

### Must haves

- You are available from 4 to 5 days a week, starting from July. Apply now  
stay with us for **\*not less\*** than a six-month period.
- We are currently working remotely but in the future you will be able to commute to our office in beautiful Amsterdam.
- You speak and write excellent English, maybe even on native level.
- You are currently busy completing your HBO or university studies and have an interest in the world of PR.
- Great if you have first relevant experience or even a network, but curiosity and the motivation to dive deeper into the topic of PR are more important to us.

## Nice to have

- In previous internships, side jobs or your university projects, you have proven to be able to work independently and precisely.
- When you see anything that can go better, you like to give and receive feedback about it and improve it instead of making it look shiny.

We like people with a positive attitude. And like a real Tony, you always challenge yourself and team Tony's to increase ambitions. Dare to make mistakes and learn from them. Raise the bar! You feel a clear connection with our core values: outspoken, wilful, entrepreneurial & makes you smile.

## what we offer

- An enthusiastic team of great, driven colleagues with a lot of love for our mission and Tony's Choclonely.
- An inspirational and fast-growing international work environment in which you can show that things can be done differently and you will

< **get challenged to raise the bar.**

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- **The possibility to help build Tony's Chocolonely and our mission together can we change the chocolate industry!**
- **A minimum of 14 vacation days for your 6 months internship, that's right minimum. More is fine too.**
- **A pretty sweet office in the middle of the Westerpark in Amsterdam. At the moment, we work from home, though.. Corona..**
- **Fun! Don't get us wrong, we know how to work our socks off too, but do this with loads and loads of fun!**
- **And of course, lotsssss of chocolate.**

## **sounds like you?**

**Are you ready to raise the bar with us and be our new PR Intern? Send us your application quickly - we'll close the vacancy once we spotted some interesting applicants that we will invite for the interviews . There will be a phone call with the recruiter and a video call with the PR Manager, Vanessa, to whom you will report to.**

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## **a peek behind the scenes**

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## our core values

Our values are our compass and guide us when making choices, they are:

### OUTSPOKEN

We don't shy away from being critical of ourselves, the chocolate industry and the world. We are open, direct and always questioning the status quo; to keep on learning and keep ourselves and others on their toes.

### WILLFULL

We are truly pioneers. We believe in taking the freedom to do things differently; that's what makes us original and disruptive. We explore new routes when we believe that doing so will make the world a better and fairer place. That way, we can continue to reinvent ourselves and inspire others.

### MAKES YOU SMILE

We like to look at the bright side and in the good of people, preferring a little naivety over negativity. We love what we do, we keep laughing, and we are full of energy to move chocolate mountains.

### ENTREPRENEURIAL

We are a commercial organization, a company that wants to make the world a better place. Money is not our goal, simply a means to realize our vision. We have guts. We dare to reach for the stars, pushing limits and breaking barriers to get things done. We never choose the easiest way to do things, and we persevere where others would give up.

**CRAZY ABOUT CHOCOLATE,  
SERIOUS ABOUT PEOPLE**





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