



# Weather Impact

## Internship

### Developing a marketing approach for weather products in Africa

#### Weather Impact

Weather Impact BV is a Dutch company specialized in the impact of extreme weather events and climate change. Our products and consultancy services are aimed at organizations that are impacted by extreme weather and the effects of climate change all over the world. We develop innovative tools that allow our clients to minimize risks and make decisions more effectively. Weather Impact offers an inspiring environment with creativity, challenging assignments and room for personal growth and development.

#### Who are you?

We are looking for an enthusiastic student in the final phase of a Master degree in Food or Consumer studies, Economics and Marketing with an interest in weather and climate, or a student in Meteorology, Physics, Earth System or Geoscience with an interest in economics and marketing. You are:

- an all-rounder with skills in data analysis techniques as well as sales pitches
- an independent thinker with creative solutions
- flexible and entrepreneurial
- good in English communication and writing

#### Assignment

Weather Impact develops several weather products for the (agricultural) African market, ranging from SMS weather forecasting for small scale farmers to alerting grape farmers for disease pressure. The markets are quite diverse and located in different countries. Currently, we are developing a strategy to focus our marketing to a limited number of products. Your assignment would be to scan the African market and to work out which products have the best market opportunities for Weather Impact. To achieve this you will have to collaborate with several experts within Weather Impact and its partners in Africa. The minimum duration of this internship is three months.

#### What do we offer?

At Weather Impact you can expect room for initiative and implementation of your own ideas. We are a young company working in an international environment with a dedicated team of colleagues. Our office is located in a historic building near the city centre of Amersfoort and at walking distance from Amersfoort Central station. As a bonus we offer excellent coffee.

#### Interested?

For more information about Weather Impact, please check [www.weatherimpact.com](http://www.weatherimpact.com). If you have any questions concerning this advertisement, please contact Saskia van Pelt at +31 (0)33 4753535. To apply, please send a CV and motivation letter to [info@weatherimpact.com](mailto:info@weatherimpact.com).