



INTERNSHIP DESCRIPTION

Marketing Project Officer

Location: Paris

May, 2017

Contact:

recruitment_internship@purprojet.com
4, rue de la Pierre Levée - 75011 – Paris
www.purprojet.com

I. PUR Projet

PUR Projet, founded in 2008 by Tristan Lecomte (HEC, Founder of Alter Eco, Ashoka fellow, Young Global Leader 2013) and managed by Pierric Jammes since 2010 (X02, Stanford, McKinsey), is a social business whose mission is restoring ecosystems to improve livelihoods and strengthen supply chains. PUR Projet is specialized in the operation of large scale corporate insetting¹ programs, helping companies to understand, assess and reduce their impacts and dependencies on natural capital², and to design, implement and monitor efficient insetting operations along their value chains, such as sustainable procurement strategies, sustainable sourcing initiatives and community ecosystems management projects integrated to supply chains. PUR Projet has significant background and track record in the development and operations of reforestation, agroforestry (managing agricultural outputs combining crop and timber/fruit trees planting), and forest conservation insetting field projects, empowering farmer organizations in the design, the implementation, the monitoring and the long-term sustainability of the ecosystems management activities.

PUR Projet manages a portfolio of 40 field projects around the world with diversified farmer groups.

Additional relevant information can be consulted on the following documents:

- [PUR Projet](#) general presentation
- Presentation of the [Insetting Platform](#), created by PUR Projet and its main partners
- Insetting applied to the [coffee](#) sector
- [PUR Lab](#) presentation
- Projects [portfolio](#)

PUR Projet is structured around two operational entities:

- PUR Projet, based in Paris, London, Bangkok and Toronto, works with PUR Projet clients to define and manage their insetting programs. The different phases of an insetting program include: impact assessment and supply chains studies, program definition, program coordination in collaboration with client's teams, definition of monitoring frameworks, communication on the projects activities and outcomes, and development of marketing or co-financing strategies to involve final consumers or other partners. PUR Projet manages a portfolio of about 50 insetting programs with a team of 15 programs operators.
- PUR Development, based in Singapore, London, Paris, Bogota, Bangkok, Kunming, Chang Mai and Awasa implements on the ground the projects and supply chain activities constitutive of the programs designed for PUR Projet' clients. The projects developers design and develop the projects' activities in coordination with local teams integrated to the farmers' organisations. PUR Development also runs the PUR Lab initiative, in charge of measuring and valuing all ecosystem, social and economic services provided by the projects. PUR Development manages a portfolio of 40 field projects across the 5 continents with a team of 15 projects coordinators, working with more than 100 field technicians.

¹ *Insetting is for an organization the approach of fighting climate change within its value chain and to generate multiple positive impacts on soils, water, biodiversity, local communities and society (International Platform for Insetting, September 2016)*

² *The stock of renewable and non-renewable natural resources (e.g., plants, animals, air, water, soils, minerals) that combine to yield a flow of benefits to people (adapted from Atkinson and Pearce 1995; Jansson et al. 1994)*

II. Job Description

PUR Projet is looking for a highly motivated young professional for a six-month internship as Marketing Project Officer.

Tasks:

The Marketing Project Officer will assist the Marketing and Communication Team and will be in close relationship with Marketing and Communication Director.

Under the supervision of a Marketing Manager, he/she has an important supporting role in all communication and marketing related topics. Due to the small size of the company and its exciting stakes, this is a position to be on a fast-learning curve with the opportunity to develop expertise on varied topics and to get relative autonomy on specific aspects.

Tasks will be precisely defined depending on the candidate's profile and the current company's topics among the following scope:

- **Corporate Marketing:**
 - Contribute to the marketing and design of PUR Projet's offer, and the consistency and professionalism of the company presentation with the rest of the team. Assist in developing innovative and impactful ways to present our services and field projects (Power Point presentations, corporate videos, photo exhibitions, etc...).
 - Contribute to the improvement of photo/video management: media library management in link with field teams, video briefs and production with agencies.
- **Digital:**
 - Contribute to our website development, optimization and update.
 - Maximize SEO and online ecosystem strategy.
 - Implement social media strategy (FB, Instagram, Youtube, Twitter, Linked In) hand-in-hand with the Social Media Manager
- **Clients:**
 - Assist in developing and executing specific marketing operations with clients.
 - Participate in creating content such as newsletters, greeting cards
 - Handles database content and updates
- **Events/ Sectorial:**
 - Participate in organizing events linked with sectorial communication, partnerships development.
 - Study and develop extensive knowledge about the competitive landscape and apply in relevant reviews and recommendations.
- **PR/ Press:**
 - Contribute to preparation of press communication regarding PUR Projet and Tristan Lecomte to journalists: produce press kits, press releases, prepare interviews.

Profile:

- Gap year or end-of-studies internship
- Student from a top French school/ university or top US or UK universities
- Previous internship experience in Business/ Marketing. Similar experience in a challenging and demanding environment will also be considered.
- Strong desire to commit and dedicate his/her experience and energy to a unique socio-environmental business experience, driven by a strong will to contribute to the integration of climate change risks into the world economy
- Attracted by SMB / start-up environment, with the ambition to develop a fast-growing international business - "intrapreneurship" spirit
- Dynamic, excellent marketing and relational skills
- Creative profile with a taste for impact and good aesthetic sense

- Writing skills and taste for story-telling
- High self-requirement level. Capacity to produce high-quality deliverables
- Professional fluency in French and English, Spanish is an advantage

Conditions:

Internship based in Paris Office (75011)

Monthly allowance: Upon profile + 50% transport + Tickets Restaurant

Internship start: Q2 2017

III. Recruitment process

All intern candidates are asked to go through the following recruitment process.

1. Step 1: Selection of resume

Please send your resume and a cover letter to recruitment_internship@purprojet.com

We usually receive between 50 and 100 resumes for a newly published open position. We will select 10 to 15 profiles to participate in the recruitment process, who will be offered the opportunity to go to step 2.

2. Step 2: Presenting yourself and PUR Projet

Guidelines:

You need to present PUR Projet to a potential corporate partner who does not know the company:

- Prepare a short Power point document in English (maximum 10 slides) to support your presentation, respecting PUR Projet graphics charter, available [here](#)

NB: *If you use pictures, please do not use the pictures used as examples in the charter*

Prepare a maximum 5-minute video highlighting your marketing touch, including:

- A max. 1'30" min presentation of yourself, where you will mention what you would like to bring to PUR Projet's team, in French
- The presentation of PUR Projet supported by the Powerpoint document you will have prepared, in English

Logistics:

- Please confirm that you are willing to participate to the recruitment process by sending an email to recruitment_internship@purprojet.com, mentioning the precise target date for the transmittal of the video and the presentation.
- Put the video on YouTube or equivalent (video status should enable anyone with the link to watch it) and send the link to the video together with the pdf file of the presentation to the address recruitment_programs@purprojet.com.

Note:

After step 2, we generally select 3 to 5 candidates to go to step 3.

3. Step 3: meeting with a team leader

Guidelines:

You will be contacted to set up a 1 hour and a half meeting (ideally at the office, but via video call if it is simpler) with one of PUR Projet's team leader. The meeting will be a conversation about your experience, your profile and your motivation to join PUR Projet.

We might also ask you a deliverable you made in a previous experience related to your profile and what you could bring to PUR Projet. Depending on your profile and experiences, it can be a deliverable of any type (video, nice presentation you made, article, book, etc.).

Logistics:

- When confirming the date of step 3 meeting, please send an email to recruitment_internship@purprojet.com, mentioning the precise target date for the transmittal of the case study deliverable.

Note:

- After step 3, we generally select 2 profiles maximum to go to step 4

4. Step 4: end of the recruitment process

At this stage, a maximum of 2 candidates are still in the process and an additional meeting is organized with a team leader and one to two team members. Then, a conversation is set up with PUR Projet's founder or Managing Director.

The conditions of the job offer are discussed at steps 3 and 4. After step 4, a formal job offer detailing the proposed conditions is sent to the selected candidate.

IV. Additional information on PUR Projet

Key facts

- 40 projects developed and operated in South America, Europe, Asia and Africa
- 8 million trees planted since 2008 and 210 million trees in conservation
- Between 10 and 15 million trees planned for 2015-2020
- Turnover 2016: 7 m€
- 90 clients, among which Nestlé (Nespresso, Nescafé, Vittel, Perrier), Accor, Unilever, Louis Dreyfus, COOP, Chanel, Clarins, Caudalie, Kering
- A team of 30 persons

AGROFORESTRY

PUR Projet has developed a comprehensive expertise in insetting via agroforestry at landscape level.

Agroforestry is a land use management system in which trees or shrubs are grown around or among crops or pastureland. It combines agricultural and forestry technologies to create more diverse, productive, profitable, healthy, and sustainable land-use systems.



Agroforestry hedgerows model.
Photo: Yann Arthus-Bertrand



Agroforestry intercropping model.
Photo: Christian Lamontagne

Projects portfolio



V. Pictures

A short selection of pictures is proposed here to get a feeling of the essence of our activities and share the passion that drives us.



Organization of a planting wave in Guatemala



Pierric Jammes, PUR Projet Managing Director, during a workshop with a coffee cooperative in Indonesia



Tristan Lecomte at PwC conference « creating value through the preservation of the ecosystems »



Tristan Lecomte and the Nespresso Sustainability Advisory Board



Khawndao Mahasing, Thailand regional manager during a field visit on one of Thamma Raksa project



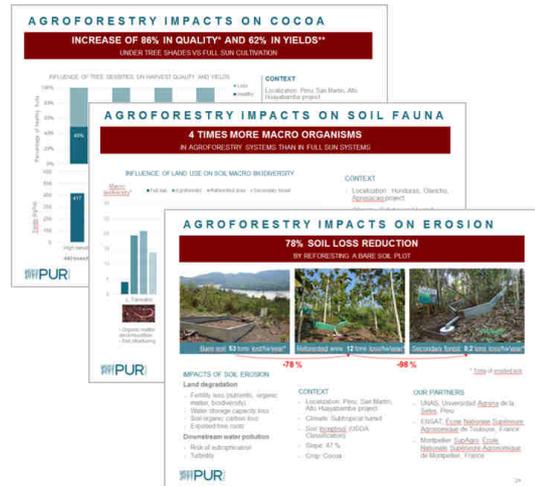
PUR Project stand during COP21 side event



Cocoa agroforestry farm in Peru



Monitoring activities in Peru



Extracts of [PUR Lab](#) studies results



Nursery logistics during planting wave in Ethiopia



Agroforestry parcel in the project in UK