



Overview

Position: Technical Marketing Intern

Location: Amsterdam, The Netherlands (remote friendly)

Start date: As soon as possible

Duration: 6 months (flexible)

Reporting to: Haley Wickman, Head of Agronomy

About Kelp Blue

At Kelp Blue, we're developing long-term solutions to help restore marine ecosystems, lock away CO₂, create sustainable products and have a positive impact on communities. We plant giant kelp forests around the globe and, just like our seaweed, we're growing quickly.

Kelp Blue is not a 'business as usual' company. We're here to make a difference. We're a lean team and we all roll up our sleeves to get the job done, whatever it may be. We look for collaborative team players, people who are results-driven and have a bias for action. And because some of the things we're trying to do have never been done before, we're looking for people who have a healthy dose of common sense, who are problem solvers by nature, and are great at lateral thinking.

We measure our success by having impact, and we put 4 'Returns' at the heart of what we do. These are:

- **Inspiration:** we inspire people to be better, and we pioneer change on an epic scale
- **Nature:** we improve planetary health and create marine ecosystems that increase and support biodiversity
- **Social:** we work to ensure we have an outsized positive social impact wherever we operate
- **Finance:** we drive world-class shareholder returns to scale our business and impact

About the role

We're looking for a Technical Marketing Intern to join our Agronomy team to help bridge technical knowledge and commercial strategy by transforming agronomic and product data into clear, impactful marketing content. This role supports sales, marketing, and agronomy teams while ensuring consistent, audience-focused communication across markets.



Kelp Blue produces StimBlue+, a biostimulant made from 100% cultivated Giant Kelp (*Macrocystis pyrifera*), harvested from our offshore Kelp forests in Namibia. Every year, Kelp Blue invests significantly in field trials spanning various crops and regions to better understand the efficacy of the product across different contexts. To date, StimBlue+ has been tested in 100+ third-party accredited field trials with many more in the pipeline.

In addition to agronomic field trials, Kelp Blue also invests in studying the mode of action of StimBlue+, uncovering the mechanisms by which it influences the plants' biochemical processes and the soil environment. Finally, the efficacy of a seaweed-based biostimulant is also determined by its harvesting technique, processing method and means of application, for example. Your job is to make sure this knowledge doesn't stay in technical reports, by turning it into formats our customers, distributors and partners can actually use.

Responsibilities

- **Convert technical information into marketing insights.** Analyse, contextualise and translate field data, mode of action studies and technical information to create clear, value-driven technical content for marketing and communications. Directly collaborate with the marketing team for the creation of content including blogs, articles, and more.
- **Tailor messaging for diverse audiences.** Adapt technical content to suit farmers, distributors, and corporate stakeholders, ensuring relevance across markets.
- **Product and market positioning.** Help define and refine product positioning strategies per crop, customer segment and country. Conduct market research to support positioning and strategic decision-making.
- **Customer-facing communications.** Support the Head of Agronomy in preparing customer-facing communications drawing on trial data and product knowledge.
- **Manage technical marketing assets.** Organise, maintain and version-control a comprehensive library of technical materials, ensuring accessibility and relevance.
- **Resource management.** Develop and update key resources such as success stories, flyers, PowerPoint decks, comparative analyses, crop positioning documents, and website materials.

Skills and qualifications

- Bachelor's degree or above in Agronomy, Plant Sciences, Agricultural Engineering, Agroecology, Marketing, Communications, or related fields.
- A practical understanding of key crops' physiology, agronomic pain points and economics.
- Strong written communication skills, with the ability to adapt tone and detail for farmers, distributors and business audiences.



- Ability to work in PowerPoint, Canva, and Excel, and confidence in creating presentations, flyers and technical documents.
- Fluency in English is required; other languages (particularly Spanish, French, Italian and Dutch) are considered advantageous as the role supports multiple markets.
- Ability to work independently while maintaining a high level of productivity and accountability.
- Detail-oriented, organised, collaborative and curious.
- Motivated by environmental impact and Kelp Blue's mission.
- Familiarity with data visualisation tools such as Power BI or Tableau, or with R or Python (nice to have).
- Experience conducting market research and competitor analysis to inform strategy (nice to have).

What we offer

- Stipend for the duration of the internship, with travel costs included.
- Direct mentorship from the Head of Agronomy, with regular feedback and hands-on guidance throughout the internship.
- Real responsibility: the materials you create will be used by our sales teams and customers across multiple markets globally.
- Opportunity to engage directly in the field with customers, growers and trial partners.
- A portfolio of tangible work (decks, crop positioning documents, success stories and web content) to take into your next role.
- Experience at the intersection of agronomy, science and commercial strategy in a fast-growing climate and ocean-impact company.
- Flexible, remote-friendly working with a base in our Amsterdam office.
- A small, ambitious team where your ideas are heard and your work makes a visible difference.

Want to apply?

Please send a cover letter and CV to newkelpies@kelp.blue with "Technical Marketing Intern" in the subject line. Applications will be reviewed on a rolling basis, and the application process will close once a suitable candidate has been selected.



We welcome remote applicants, but please note that we are unable to offer visa sponsorship for this role, so candidates who wish to work from Amsterdam must already have the right to work in the Netherlands.