



Social Media & Content Creation Intern at Good Jamu

Location: Amsterdam | **Start date:** January 2026 | **Hours:** 32–40/week | **Compensation:** €250/month

Are you a social media native who wants to help build a modern wellness brand scale up?

Are you passionate about creating scroll-stopping content and want hands-on experience establishing a brand in the fast-growing Asian wellness and beverage space?

At Good Jamu, we make drinks that help people feel good, naturally—blending ancient Indonesian Jamu traditions with modern wellness science. As a fast-growing, Amsterdam-based brand now available in stores across the Netherlands, we're looking for a creative, content-savvy intern who understands how to build authentic brand presence through social media storytelling.

Working directly with our founders, you'll use your creative expertise to shape Good Jamu's voice across Instagram, TikTok, and newsletters—turning our brand story into engaging content that builds community and drives growth.

What You'll Be Doing

Content Creation & Social Media Management (70%)

- Creating engaging short-form video content for Instagram Reels and TikTok that captures attention and tells the Good Jamu story
- Planning, filming, and editing product-focused content including lifestyle shots, behind-the-scenes moments, and recipe/usage demonstrations
- Developing a consistent content calendar across Instagram, TikTok, and newsletters
- Writing compelling captions and copy that reflects Good Jamu's authentic, modern wellness positioning
- Coordinating with UGC creators and influencers to produce authentic branded content
- Staying on top of platform trends and adapting content strategies to capitalize on viral moments
- Managing community engagement and responding to comments and messages



Newsletter & Storytelling (30%)

- Writing and designing engaging newsletter content that educates and inspires our community
- Crafting brand storytelling around ingredients, Indonesian wellness traditions, and modern health trends
- Developing educational content that positions Good Jamu as a thought leader in the wellness beverage space
- Supporting content strategy development for seasonal campaigns and product launches

What We're Looking For

- You're available 32–40 hours per week for 4–6 months starting in January 2026
- You have demonstrable experience creating content for Instagram, TikTok, and/or newsletters
- You're a visual storyteller with a strong sense of aesthetics and modern brand design
- You're proficient in **Canva** and at least one video editing tool (**CapCut**, **Premiere Pro**, or **DaVinci Resolve**)
- You have a portfolio or examples of content you've created (social posts, videos, campaigns, etc.)
- You're fluent in English (Dutch is a plus!)
- You're comfortable working independently and can take a project from concept to execution
- You're passionate about culture, wellness, natural products, and building purpose-driven brands
- You understand what makes content engaging and have your finger on the pulse of social media trends

What We Offer

- €250 internship compensation
- **Direct mentorship from the founders** on content strategy, brand building, and business growth
- **Creative freedom** to shape Good Jamu's social media presence and test new content approaches
- **Hands-on experience** building a brand in the modern Asian wellness and beverage space
- Real ownership over content creation and social media strategy
- A collaborative, creative environment where your work directly impacts brand growth
- Flexibility to work on your own university assignment or thesis project if relevant



How to Apply

Send your CV, a short motivation, and a **portfolio or examples of content you've created** to milad@goodjamu.com.

Show us your creativity: Share 2-3 examples of content you've created (videos, graphics, campaigns) OR pitch us a content idea for Good Jamu across Instagram, TikTok, or newsletter—and explain why it would resonate with our audience.

Ready to use your creative skills to build something meaningful? We'd love to see what you can create.