

Sales, Marketing & Customer Operations Internship at 'restaurant QR code' startup Tastier

Hi, my name is **Michael Zoller** and after having worked in management consulting for many years on projects in EU, US, APAC, which included leading international teams of up to 20 people, and having traveled the world for one year, I've founded my own startup 'Tastier' a few years ago.

You can check me out on <https://www.linkedin.com/in/michael-zoller-b9869aa0/> or on Swiss TV (in German): https://www.youtube.com/watch?v=5MXue_fgmSk,
<https://www.3plus.tv/hoehle-der-loewen-staffel-2/folge-5-teil-3-139549075> (starting at 3:00 min)

1. What is Tastier?

Tastier is a browser-based app that lets people scan QR codes and e.g.

- Register their contact details for **Covid-19 contact tracing**
- View the **digital menu** in restaurants
- **Order and pay** in restaurants
- ... more to come

Our several hundred customers are **mainly restaurants, bars**, etc. but we're selling into 10-20 industries / sectors in total. Our app is available in **German, English, French, Italian** and our geographic focus currently is **Switzerland**, with an eye on international expansion.

The **Tastier Team** typically consists of 3-5 people: Michael (CEO & Founder, Zurich, 100 %), 2 outsourced techies (Basel, 50 %): 1 programmer, 1 designer. Sometimes we have 1-2 interns – this could be you.

We don't have a permanent office, we **mostly work remotely**. We use coworking spaces in Zurich when needed, or even pop open our laptops in a café occasionally.

2. How will I benefit?

- **Flexible work location and schedule**
- Work on a **wide range of tasks**
- **A lot of responsibility** from day 1 (e.g. customer exposure), support / advice / feedback when you need it
- Work directly with the **founder** and in a small, highly effective team
- **Get challenged** by high expectations and **learn fast**
- Join in a really **interesting & dynamic phase**, as we're launching new features / products
- **Potential** to continue collaboration after the internship

3. What are the job's corner stones?

- **30-100 % allocated worktime** upon agreement (if part-time, half-day schedule preferred)
- **Minimum contract duration 3 months** (6-9 months preferred)
- Typically, **1 week full-time onboarding in Zurich**
- Typically, **100 % remote work** with occasional work / social meetups in Zurich
- **Salary:** will depend on your skills, experience and your potential to contribute and complement our capabilities

4. What will my tasks be?

- **Sales** (mostly inbound), client onboarding, might include own decision-making e.g. on pricing
- **Customer service** (existing and potential customers), might include an occasional site visit
- **Client billing**
- **Tool management** (e.g. proprietary, sales/accounting, CRM and email tools)
- Identify and implement **process improvements**
- **Communication and marketing** (B2B and B2C): Website (Wordpress), email (Mailchimp), social media, marketing materials (e.g. MS Word, Canva)
- Customer, market & financial **analysis** (MS Excel)
- Occasionally: **user support**, test and improve newly launched **products / features**
- You might touch on things like: powerpoint presentations, legal, finance, HR...

We'll define your tasks based on business needs, your skills, your desires, and make sure they range from doing to interactive to analytical to creative. We're looking for an **allrounder**.

Startups are all about **executing & creating**, and Tastier is no different. If you want to work theoretically and only strategically, this job is not for you.

5. What traits & skills should I have and demonstrate?

- **Smart and curious** to ask & learn – develop new skills quickly, integrate feedback, think end to end
- Big **motivation**, drive, hard and efficient worker
- **Strong, customer-oriented communicator** – **fluent German & English a must**, fluent Swiss-German, French, Italian or other Western European language an advantage
- **Problem-solving can-do attitude**, get things done at high quality, independently and with attention to detail
- **Technical flair** and knowledge of **tools** an advantage
- **Nice, positive** and fun to work with

6. How to apply?

- Send an email to michael.zoller@tastier.ch and start your application exactly with this line: “Hey Michael! I’m the intern you’re looking for!” and then tell me why (2-5 sentences) and how you found out about this job (1 sentence)
- If you don’t get a response, it’s most likely because we’re overworked. You can call me:
+41 76 784 44 68