

Paid Marketing Internship: Consumer Research for Cultivated Meat & Pet Food

Company: Cytofarms Pty Ltd

Location: Melbourne, Australia (Onsite Requirement)

Internship Type: Marketing / Consumer Research / Communication

Duration: 3–6 months (Flexible, part-time options available)

Compensation: Paid internship (rate dependent on skills & experience)

About Cytofarms

Cytofarms Pty Ltd is a Melbourne-based Cultivated meat startup focused on enabling decentralised, scalable production of cultivated meat ingredients. Our initial target market is cultivated beef based food, using non-animal based ingredients in the development except cells used. We believe that cultivated meat should be accessible, not exclusive, and that public understanding will determine how this technology enters everyday life.

To do this responsibly, we must listen to real consumers. Understanding how people feel about cultivated meat—whether for **human food** or **pet nutrition**—is critical to guiding product development.

Internship Purpose

We are seeking a marketing and research intern to explore consumer perceptions through **street interviews, public surveys, market insight studies, and research based analysis**. Your findings will shape how cultivated meat products are communicated and introduced to the market.

Onsite Requirement: Minimum **2-3 days/week onsite in Melbourne** for interviews, planning sessions, and content work.

Who Should Apply

Students or recent graduates with interest in:

- Marketing
- Consumer psychology
- Market research
- Business/Commerce
- Communications/Media
- Sustainability branding
- Social research

Desired Skills (Not Mandatory)

Skill Area	: Examples
Consumer Research	: Surveys, interviews, focus groups
Communication	: Interviewing, story framing, script writing
Marketing Strategy	: Market segmentation & messaging
Social Media Insight	: Audience trends, engagement research

Data Interpretation : Basic analysis using Excel/Sheets
Optional : Canva, video editing, storytelling

Intern Responsibilities

- Conduct **street interviews & public surveys** to gather real opinions.
- Explore perceptions of cultivated meat for **pets vs humans**.
- Identify trust barriers, awareness levels, cost concerns, and motivations.
- Test different messaging angles (science, ethics, sustainability, cost).
- Analyse data across consumer groups (e.g., age, culture, pet ownership).
- Produce insight summaries and recommendations for marketing direction.
- Optionally produce short consumer-insight video clips.

Expected Outcomes

The intern will deliver:

1. **A consumer perception report** on cultivated meat for humans & pets.
2. **Audience segmentation insights** identifying early adopters & skeptics.
3. **Messaging guide** for building trust and interest.
4. **Interview dataset & visual summaries** of public feedback.
5. **Recommendations for Cytofarms' product launch strategy**.

What You Gain

- Paid internship in a fast-expanding global industry.
- Experience combining marketing, sustainability, and science communication.
- Hands-on involvement in shaping public acceptance of cultivated meat.
- Mentorship in understanding biotechnology and ethical product positioning.

How to Apply

Submit your application including:

- CV (max 2 pages)
- Short statement (Optional) (max 150 words) explaining *why you want to understand how society reacts to cultivated meat*
- Optional: past work examples (reports, campaigns, interview clips, portfolios)