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South African Breweries Summer 2025 Internship Program For Students

Description

Step into the heart of Johannesburg, the vibrant city that pulsates with energy, and discover a world of flavor and craftsmanship at South African Breweries (SAB). As one of the leading breweries in the region, SAB has a rich legacy of producing exceptional beverages that quench the thirst of millions. Join us on this blog post as we delve into the exciting realm of SAB, where dedication, innovation, and passion combine to create a remarkable brewing experience.

At SAB, we celebrate the art of brewing while embracing modern techniques to deliver beverages that captivate the senses. As a member of our brewing team, you'll have the opportunity to immerse yourself in a dynamic environment where traditional brewing methods are infused with cutting-edge technologies. From the selection of the finest ingredients to the meticulous brewing process, every step is aimed at producing exceptional beverages that leave an indelible mark on the palates of our consumers.

Responsibilities

As a creative content writer at SAB, your responsibilities extend beyond pen and paper. You'll be tasked with creating captivating narratives that weave the story of our brews into the fabric of our brand. From crafting engaging blog posts, social media content, and product descriptions to conceptualizing marketing campaigns, your words will shape the way our consumers perceive and connect with our beverages.

Qualifications

To embark on this exciting journey, a strong educational foundation and relevant experience in content writing are essential. A degree in English, Journalism, Marketing, or a related field will equip you with the necessary tools to excel in this role. Additionally, a passion for the brewing industry and a deep appreciation for the art of storytelling will set you apart as a candidate who can truly capture the essence of SAB.

Experience

Previous experience in content writing, preferably in the food and beverage industry, will give you an advantage in understanding the nuances and intricacies of the brewing world. A portfolio showcasing your ability to adapt your writing style and voice to different mediums will demonstrate your versatility as a wordsmith. Your words will breathe life into our products, enticing consumers to explore the unique flavors that SAB offers.

Skills

To thrive in this role, you'll need to possess a diverse skill set that combines creativity, research, and an inherent love for storytelling. Exceptional writing skills, attention to detail, and the ability to work within tight deadlines are fundamental. Additionally, a deep understanding of digital marketing, search engine optimization (SEO), and social media trends will enhance your ability to engage and captivate a wider audience.

Hiring organization

South African Breweries

Employment Type

Intern

Duration of employment

6 Month

Industry

Consumer goods

Job Location

Johannesburg, South Africa, 1709,
Johannesburg, South Africa

Working Hours

8

Base Salary

10

Date posted

February 21, 2026

Valid through

10.12.2028

Job Benefits

At SAB, we believe in recognizing and rewarding our exceptional talent. As part of our team, you'll enjoy a competitive salary package and comprehensive benefits that reflect your dedication and contributions. Additionally, you'll have access to ongoing learning and development opportunities, fostering personal and professional growth in a dynamic and supportive environment.

Contacts

If you're ready to embark on an exhilarating journey of creativity and innovation at South African Breweries, we'd love to hear from you. For more information about the content writer position or to apply, please visit our website at www.sab.co.za/careers or contact our HR department at hr@sab.co.za.

South African Breweries in Johannesburg is not just a brewery; it's a realm of possibilities where words and flavors converge. As a creative content writer, you'll have the privilege of shaping the narratives that accompany our exceptional brews, sharing the magic and craftsmanship with a wider audience. From describing the aromas and tastes that dance on the taste buds to showcasing the artistry behind the brewing process, your words will inspire and captivate those who seek a truly remarkable beverage experience.